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Carmel Valley OUTLOOK

OUR 19TH YEAR, NO. 39

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SEPTEMBER 25, 1980

BUSINESS\$: HOW CV RUNS

Some have kept their hands close to the fertile earth . . .



Santos Minjarez has farmed in the Valley since 1945.

Alan McEwen photo

By STEVE HELLMAN

WHEN MEXICAN FARMER Santos Minjarez came here in 1945, Carmel Valley Road was an unpaved, rural ribbon of dust and gravel lined with vegetable farms, ranches and fruit orchards.

Son of a farmer, Minjarez loved the work of growing vegetables and he found the rich soil, temperate climate and country-friendly people of Carmel Valley much to his liking.

After 33 years in the business, he now oversees one of the Valley's largest produce operations.

His vegetables have won many ribbons and trophies at county fairs; his customers wait eagerly each season for his prized sweet corn.

But all is not sweet for Minjarez and the other vegetable growers of Carmel Valley.

Wholesale farm prices were at rock bottom throughout the country this year until the start of September when demand began to outpace supply. One Carmel Valley farmer called the last 18 months the worst for farm prices that he had seen in his more than 30

years of growing and selling.

Recession-conscious bankers also tightened the strings this year on credit to agricultural businesses, which rely heavily on loans to maintain cash flow during the growing season before they go to market.

And specifically for the farmers of Carmel Valley, the threat of encroaching development grows every year. For some it is just the increase in property values that makes a profit margin in farming ever more elusive. For others development is pushing them right off the land.

Minjarez, who leases all the land that he plants, lost three of his five farms this year: one to erosion and two to the owners' decision to develop their property.

THE MINJAREZ family of four lives in a spacious, bountifully landscaped home behind the family-owned and operated Martin's Fruit Stand on Carmel Valley Road. The stand's whitewashed ceiling and beams are lined with the county fair ribbons that have been awarded their produce grown in the nearby fields. Next to the stand is a field of the famous Santos sweet corn, two weeks away from picking.

Minjarez, 59, is a large, easy-going man who speaks broken English. His 12-year-old

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business

. . . But winds of change slowly erode their way of life

By STEVE HELLMAN

CARMEL VALLEY contains a wide dichotomy of business — from the commercial conglomeration at its mouth to the sprawling cattle ranches in its back hills.

While there is some conflict in political and economic aims, the Valley continues to support a diversity of businesses, remains relatively recession-proof and seems to be headed toward a real estate prosperity akin to the Gold Rush of 1849.

The real estate market, while in a temporary holding pattern pending completion of the new Carmel Valley Master Plan, is moving into ever more lucrative levels with wealthier buyers and more foreign investors, according to several brokers.

The average price of new condominiums is now \$250,000, and at least one developer predicts that before long the Valley will see million-dollar, custom-built homes.

Retail businessmen continue to ride the boom of increased growth, and they report that sales this year have been brisk enough to keep up with inflation and defy the recession.

Retailers and real estate agents both report a significant increase in foreign tourists,

shoppers and investors — a phenomenon that some tie to the rise in foreign currency and the dollar decline.

The handful of ranchers and vegetable growers, meanwhile, point to the expected increase in housing and population and its political after-effects as a greater and greater threat to their livelihood.

The cornerpost of everyone's business expectations for the Valley is the proposed 20-year Master Plan.

It calls for 2,500 new homes in the Valley, with a strict annual quota on building and many limitations on the scope and locations of new development.

Chief goal of the Master Plan is to preserve the remaining rural character of the Valley.

REAL ESTATE AGENTS contend the Master Plan quota will create an artificial boom in prices, while farmers say they could be squeezed out within five years despite the proposed protections for agricultural land.

Farmers and ranchers further report that farm prices were at a drastic low for most of this year, and that recession-conscious banks cut off a lot of the credit available in normal years and vital to agricultural operations with low cash flow.

Monterey County is preparing an Environmental Impact Report for the new Master Plan, which will be considered some time next year for adoption and implementa-

Continued on page 3



Alan McEwen photo

Business and construction take over the mouth of Carmel Valley in this view over the

roofs of The Barnyard, with offices behind and condominiums behind the offices.

Letters

Letters to the editor are welcome. Views on all matters are acceptable, following the guidelines of good taste. While there is no limit on length, brevity is encouraged. Letters are subject to editing for style and length. Each letter must contain name, address and signature. A phone number is needed for verification only. Anonymous letters are not accepted.

Chupines Canyon

Dear Editor:

Thank you for your decision to report on the water district's proposal to flood the Chupines Canyon with "excess" or "reclaimed" water in a holding reservoir (a stagnant swill-lake, or a vast muddy wasteland, as the level rose or fell).

This dam would be a catastrophic loss to the Valley.

The board's quiet approach to the state legislature to get its district boundaries considerably enlarged so as to include the Chupines Canyon and the Tularcitos watershed — prime agricultural grazing lands — must be seriously questioned in light of the district's own policy, which requires "development of the water sources within the

district boundaries before utilizing water originating outside its boundaries." (Assembly Bill 1329, SEC. 325.5)

Has the district adequately developed sources within its own district, adequately utilized its own properties, before seeking extension of condemnation powers to unnecessarily generate land-use and environmental conflicts?

Thomas P. Wood
Piazzoni Ranch
Star Route
Carmel Valley

Cachagua story

Dear Editor:

Now that you have told your readers the residents of Cachagua are dependent upon a marijuana economy, how about a look at the whole story?

How about our kids in the 4-H Club? How about Kris Swanson's riding classes? How about the Cachagua Volunteer Fire Department? How about the Jamesburg Players and their success at Hidden Valley?

These projects deserve an entire publication.

Fay Campbell
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Valley farmers

Continued from page 1

son, Raoul, acted as interpreter for a reporter's questions. Minjarez's wife, Julia, tended the front counter. Their daughter, Xochito, was away.

"I had to give it up," Minjarez said of the 55-acre Williams property that he had farmed near Valley Hills Shopping Center. A planned expansion of the shopping center and addition of 14 condominiums forced Minjarez to give up leasing the land.

He also lost the Scarlett Road property above Mid-Valley that he had been farming until erosion along the Carmel River knocked out the well that had supplied water to the land. A ranch he had farmed near Castroville was lost to the owner's decision to build.

Until this year's losses which whittled his total cultivated farming to 90 acres, Minjarez was the largest of about six produce growers in the Valley.

Without any hint of bitterness in his voice, only resignation, Minjarez said he expects there may not be any more produce farming in Carmel Valley in five years.

"Five years," he said, "all the agriculture will be gone to make room for houses."

His produce operation has 16 employees. He said he could remember when he employed a crew of 30 to 40, especially during the seasons when he planted peas that had to be hand-picked. He now grows corn, several types of lettuce, broccoli, zucchini and other squashes, cucumber, cabbage, leek and bok choy.

CARMEL VALLEY is particularly suited for vegetable farming, Minjarez said, with its rich soils, temperate climate and fewer insects and pests than are found in the Salinas Valley.

"I'm happy," he said. "I like it here."

"I'll be planting here until the owners sell their ranches."

RUSSEL WOLTER started farming in Carmel Valley in 1947, and he said he has not seen anything in all the years since like the produce price decline of the past 18 months.

"I almost didn't survive," said Wolter, who is the Valley's largest vegetable grower with 140 acres cultivated.

He said he sells 98 percent of his produce to a Watsonville distributor, with the rest going to local markets, including Wolter's Hacienda Market on Carmel Valley Road, run by his brother, Luis Wolter.

"Farm prices have been in the dumps for 18 months," Wolter said. "The banks won't lend you money because the market's bad."

"I've never seen anything like it in 33 years. Because of the (low) prices, I just didn't plant lots of land."

Wolter said he has not planned to stop farming in Carmel Valley.

"It's really nice here," he said. "You don't have to contend with neighbors bombing in with pesticide sprays. In the Salinas Valley, you can smell it out there, and if you smell it, then you're breathing it."

Farming is also made easier in Carmel Valley because the winds are gentler than in the Salinas Valley, he said.

But until two weeks ago when prices finally picked up, it was costing Wolter more to raise, pack and ship produce than the sale price at the end of the line.

"Farmers don't have any locked-in guarantee of prices," he said. "It's all supply and demand."

The whole agriculture business in the country was in the same depressed state, Wolter said.

Basically, more produce was being grown than there was demand for. Prices went into a slide, farmers started going under and the price decline turned around only when



Alan McEwen photos

Farmer Russel Wolter and son Russel II, 7 months.



Farmer Santos Minjarez.

enough farmers went broke and stopped growing produce, Wolter said. He added that the summer heat wave in the Southwest also cut back the supply.

While bigger growers weather a bad market because they can borrow from their subsidiary businesses, the small farmer is much more financially vulnerable, Wolter explained.

"I barely survived," he said. "But I hate to survive on other people's tragedy. It's a brutal way to do business."

"If farmers keep going belly-up, where do we go then? Who's going to grow the food?"

Member



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Carmel Valley remains a very lucrative place for business

Continued from page 1

tion. From that point on, the future of the Valley will be charted into the 21st century.

ROBERT STANFIELD, president of the Carmel Valley Chamber of Commerce, said 1980 has been a good year for retail business despite fears tied to the recession.

"Last year volumes were down," Stanfield said, "but this year they've held their own. I don't think anyone's done badly out in the Valley this year."

Resident-oriented sales are holding steady and even gaining with increased population, Stanfield said, while the tourist business is undergoing the change.

"Some markets are changing," he said. "We used to appeal as a tourist spot for people from Florida and elsewhere back East, but people are flying and driving shorter distances."

He noted that Carmel Rancho Shopping Center is "growing by leaps and bounds," and that the commercial retail businesses at the mouth of the Valley continue to grow and enjoy the easy access of Highway 1 and business from as far away as Big Sur and Salinas.

Businesses at Mid-Valley will experience a boom, Stanfield said, after the 140 condominiums are completed at the Carmel Valley Ranch development, with the same true for Carmel Valley Village businesses in view of two planned developments there.

Real estate sales have slowed, he noted, from the combined impact of high interest rates and the interim moratorium on development in the Valley while the Master Plan is completed.

He added, however, that the Valley's real estate market is continuing to draw wealthy buyers who are unaffected by the interest rates and recession.

"It's slowed because the younger family and working people are being priced out," he said, noting that \$1,000 per month is the average minimum for new mortgage payments.

Asked if the Master Plan quota on growth would have a negative impact on business in the future, Stanfield replied: "We're optimistic for the future. Steady, controlled growth is healthy, although I'm sure the demand will be much more than the 2,500 (housing) units allowed."

Noting that the Master Plan will limit growth to 125 new homes per year, he said, "There is still room for thriving business in the Valley and the Village. There's a tremendous potential. However, we know it's going to be controlled."

DEVELOPER Richard Pryor said the Master Plan will cause prices to rise, but he insisted there will still be buyers wealthy enough and numerous enough to keep the market healthy.

A resident of the Valley since 1955, Pryor is the developer of the proposed 252-lot Holt Ranch subdivision and a partner in several

'There are no longer any inexpensive lots in Carmel Valley.'

other large real estate ventures.

"We're going to see a complete trend upward in the quality and prices of new homes," he said.

"There are no longer any inexpensive lots in Carmel Valley."

With skyrocketing construction costs and land values, the average new home is going to have two bedrooms and 2,500 square feet, sell for \$250,000 at \$50,000 down, with payments of \$2,500 per month, Pryor said.

"You'll need an income of \$75,000 per year to buy in the Valley," he said.

Pryor noted that buyers are coming into the Valley now who have the income, no credit problems whatsoever and enough equity to make the purchases.

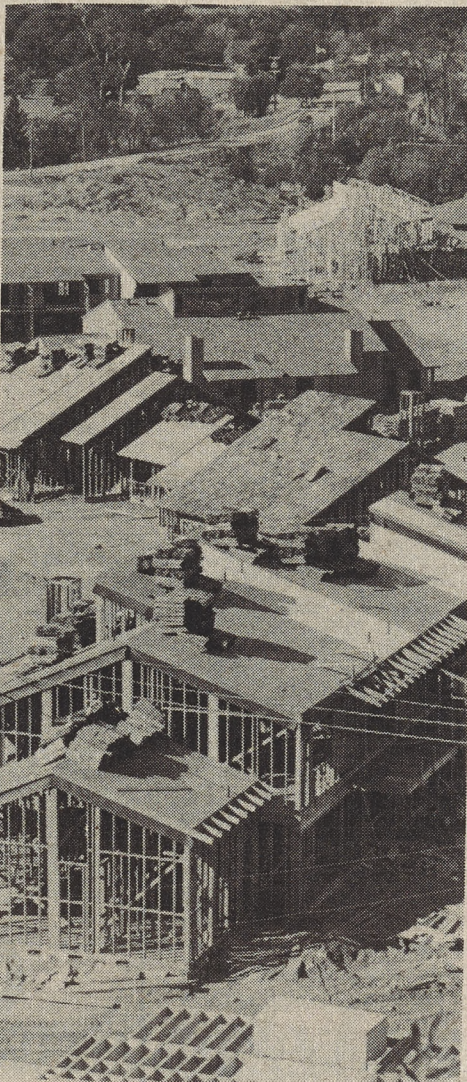
"There is no recession for the rich like there definitely is for 90 percent of the people," Pryor said.

"A lot of people are coming in from outside the area," he added, "an incredible number of foreign investors, people looking to put their money here from outside this country."

Despite the trends, Pryor said the market should stay healthy for homes costing \$150,000, although those will be smaller, older homes.

The Master Plan quota will obviously curtail building and sales, he said, and drive up prices. It will mean that small local contractors will have to turn to remodeling and other odd jobs, he added.

"Limited growth is going to drive up



Alan McEwen photo

Construction at Carmel Valley Ranch.

prices, with a trend toward \$200,000 lots and people building 6,000-square-foot homes," he said.

"Soon somebody will take the plunge and build a \$1 million 'spec' home."

"The Valley is going to be just a place for rich people in 10 years," Pryor intoned, paused, then added: "It already is. Ninety percent of the people in the Valley couldn't afford to buy their homes today."

The real estate profession will undergo a "shaking out," Pryor said, with professionalism becoming more important in dealing with the high-priced deal and sophisticated buyers.

"Poorly trained agents will be sifted out, and there'll be an upgrading in the real estate industry," he said.

"It's all going to make for some very rich real estate agents in the Valley."

KEN HAFF of Haff's Homes and Acreage has been selling real estate in the Valley for seven years, primarily through large ranch sales and major subdivisions.

He said the market in large ranch sales and subdivisions slowed considerably this year, mainly because of the pending Master Plan.

"People are real hesitant to buy raw land, hesitant to plan a subdivision," he said.

The Master Plan will usher in a wholesale change in the real estate market, he insisted, undercutting widespread subdivisions.

Besides the quota, the Master Plan also contains a point system for rating subdivisions and an allocation process that is lengthy and bound to be highly competitive, Haff noted.

"Helping people subdivide large parcels — that's gone for 20 years," Haff said. "Large parcels will not be that marketable, and the smaller pieces are going to be hard to subdivide because they won't have the amenities of offering open space and other trade-offs."

In his past sales of large ranches, Haff said that 80 percent were sold for subdivisions, but because of the Master Plan "a lot of developers don't want to touch anything now."

The Valley's home buying market has taken a plunge this year, Haff said, because of high interest rates and the general economy.

"People are being conservative," he said. "It's slow everywhere, from Washington to California."

STAN COOK, marketing director for Carmel Valley Ranch, said new condominiums now under construction in the development are selling steadily.

He said that more than 50 of the units were sold within two months, 30 of them to members of the ranch's tennis club and another large block to out-of-state buyers.

A total of 140 condominiums are planned, with the first phase of 80 scheduled for completion by the end of this year. They range in price from \$260,000 to \$360,000.

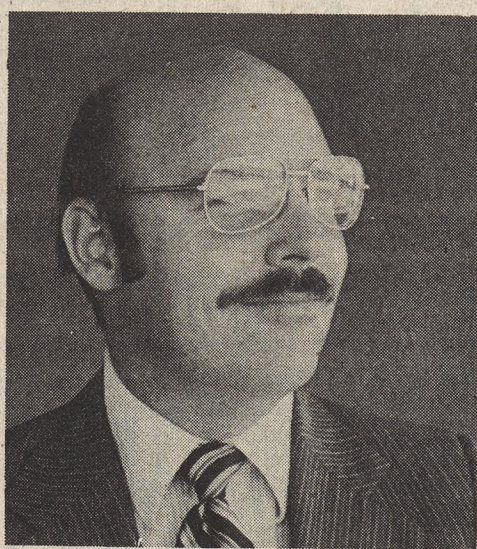
"The market looks extremely healthy," Cook said. "Despite the chaotic condition of the economy, we're hitting the market at the level where people are unaffected. They're extremely wealthy."

Many buyers are from out of state, he said, including Florida, Nebraska and Minnesota. He said there are also several buyers from southern California, Laguna Beach and San Diego.

The attractiveness of the units is found, Cook said, in the mild weather of the area, the magnitude of the development — with a golf course, tennis club and nearby shopping — the quality and size of the units and their custom-built nature.

"We sold over 50 units in two months, all over \$300,000," Cook said. "It's practically unheard of."

"We expect to have the 140 units all built, sold and out of escrow by July 1981."



Alan McEwen photo

Robert Stanfield

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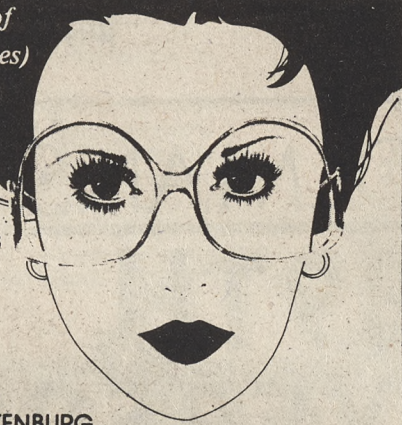
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Fire district user fees are approved

THE MAIL BALLOT that proved successful last week in the Carmel Valley Fire District may be used by other fire districts hoping to win approval for user fees.

While voter response was light, the user fee schedule in the Carmel Valley Fire District was approved by an overwhelming margin — 922 in favor, 335 opposed and 10 undecided.

"That's obviously the way go go," said Ron Ziese, fire chief for the mid-Carmel Valley Fire District.

He said the mail ballot helped focus the issue of the fees and kept it from becoming mired in other ballot questions.

He said mid-Carmel Valley Fire District would probably use a mail ballot in its second attempt at winning approval for user fees, although he did not know exactly when the ballot would be scheduled.

Kalani Fonesca, fire prevention officer for the Carmel Valley Fire District, said the mail ballot proved successful mainly because of the timing.

"We didn't want to confuse the fee measure with the November election where we would have been insignificant compared to the presidential race and other things on the ballot," he said.

He also pointed to active resident support, a phone campaign and other volunteer efforts for the success of the ballot.

"We feel great. Our voters saw the danger in losing services if they didn't approve the fees," Fonesca said.

ROSS UNDERWOOD, deputy registrar for the Monterey County Elections Department, also hailed the mail ballot as a wise move by the fire district.

"It gave people a chance to consider the issue," he said. "They weren't buried under other issues. We know other fire districts are now considering an all-mail ballot."

In the June election, 11 out of 13 fire districts in the county failed to win approval for user fees, and many of them are now planning a second attempt.

The Elections Department may schedule all the ballots for one date in March, Underwood said, to avoid a proliferation of separate ballots.

With 50.3 percent of the voters returning their ballots, the Carmel Valley Fire District fees were approved by a 70.2 percent margin, a 66.6 percent margin was required for approval of the special tax measure.

The fees, which were the same as those proposed last June, will be \$131 per year for single-family homes, \$63.50 for undeveloped lots and other fees for commercial property.

Voters last June defeated the fees with only 62.4 percent

voting for approval, 969 to 582. The turnout then was 61.6 percent.

The new fees will go into effect in fiscal 1981-82; they will appear as a separate amount on property tax bills.

Fonesca said the fire district will retain its services and

'In the June election, 11 out of 13 fire districts in the county failed to win approval for user fees, and many of them are now planning a second attempt.'

personnel this year through its regular property tax income and bail-out money from Monterey County.

Fire district officials had warned of severe cuts in services, especially emergency medical aid, without the passage of user fees.

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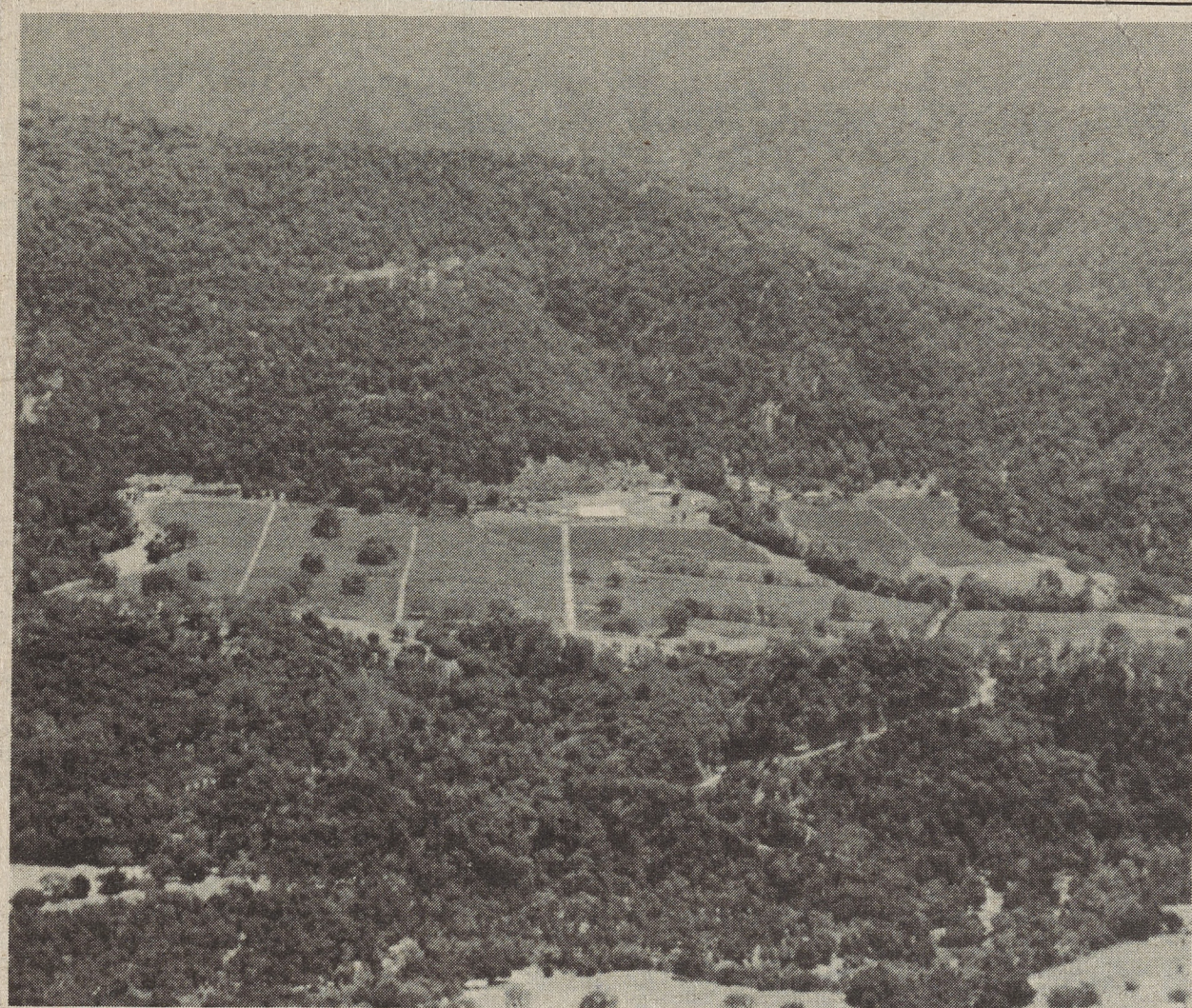
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Durney Vineyards in upper Carmel Valley.

Durney Vineyards called a 'jewel'

By STEVE HELLMAN

SPREAD OVER a gently sloping benchland in upper Carmel Valley is one of the area's most unusual agricultural businesses.

Durney Vineyards, a small, family-owned and operated wine estate, is in its 12th year, raising its own grapes and bottling what is becoming an internationally-known line of fine wines.

Its bottling operation last year topped just a modest 23,000 gallons, but the vineyard's four varieties — Cabernet Sauvignon, Gamay Beaujolais, Chenin Blanc and Johannisberg Riesling — were sold in stores from Carmel to Houston and London.

Durney Vineyards has been described by international wine connoisseur Andre Tchelistcheff as "the jewel of the Monterey Peninsula."

Besides being the only winery in Carmel Valley, Durney Vineyards is unusual for the man who started it, the land that supports it and its type of operation as a wine estate.

WILLIAM W. DURNEY and his wife, Dorothy, bought 1,200 acres of the old Hennickson cattle ranch in 1952, named it Rancho del Sueno and planted their first grapes in 1968.

Rancho del Sueno means "ranch of dreams," and for the Durneys the start of their own vineyard was a dream come true.

Durney, chairman of the Carnation Seafood Co., had long been a wine connoisseur, member of exclusive French wine brotherhoods and the grandson of a wine lover.

The Durneys had bought the ranch for a family retreat and to raise cattle, but when cattle ranching did not prove profitable, they decided to establish a family vineyard and winery.

The decision was fortuitous. The land on which the vineyard was located could not have been better suited, and the wine boom of the 1970s was soon to follow.

The 20 acres that were planted in 1968 have been expanded to 92, and will be increased annually until the winery is bottling 25,000 cases or 60,000 gallons a year, according to David G. Armanasco, general manager and vice president of Durney Vineyards.

By comparison, Mirassou Winery in Monterey County bottles an estimated 300,000 cases a year.

Durney Vineyards employs about 12 persons maximum during the harvest season, including a Mexican vineyard crew, vineyard foreman, winemaker and assistant and the office staff, Armanasco said.

He said the current strike by winery workers has not affected Durney because it is so small.

"Our goal is to maintain Durney Vineyards as a family-owned, small, premium wine estate," said Armanasco, who is Durney's son-in-law.

"We prune for quality, not quantity."

While many larger wineries have estate-bottled wines, Armanasco said there are only a few small wineries that qualify as genuine wine estates by growing, producing and bottling all their wines on the premises.

The unusual quality of Durney Vineyards comes as much as anything from its location in the Cachagua foothills of the Los Padres National Forest.

Armanasco pointed out that the vineyard is fed by underground, natural springs that run off the mountains; that eliminates the need for sprinklers or any above-ground irrigation. At 1,200 feet in a micro-climate that is shielded from the sea breezes, the vineyard is also relatively frost-free and warmly suited for grape-growing.

"If you have your arm out the window when you drive up Cachagua Road from Carmel Valley, you can feel the air turn warm at the crest of the ridge," Armanasco said.

A Zinfandel grapevine estimated to be 120 years old was growing on the land when the Durneys purchased it in 1952, Armanasco said.

The burgeoning wine market in the United States ensures that Durney Vineyards will reach its target bottling of 60,000 gallons a year by 1985, he said.

He noted that wine consumption per capita in France and Italy is 29 gallons a year, while in the United States it just broke the two-gallons-per capita mark.

"Wine producing in the United States has so much growth coming its way that we're really just pioneers," Armanasco said.

DURNEY VINEYARDS is adding a 4,500-square-foot warehouse to its operation, which already includes a 5,200-square-foot winery, a residence, chapel and an original home dating back to the last century.

Armanasco, 32, started out in the wine field 10 years ago as a salesman, moving into management positions for a San Francisco wine corporation before coming to Durney.

He has served the last four years as the emcee for the California Wine Festival, an annual event in Monterey that draws many international wine experts for what is considered one of the most prestigious gatherings of its kind in this country.

"It's a great business," said Armanasco, noting that wine producing is tied to the earth and a knowledge of food and cultures.

"Every year you're dealing with a new baby, a new vintage," he said.

"Mother Nature makes up 80 percent of what goes into fine wine," he added. "You can't make good wine from bad grapes."

He recalled the gradual rise in wine sales in the early 1970s and the catapult in wine popularity since 1976.

"Women played a tremendous role in our country moving toward wine consumption," he noted.

While many people were giving up their vodka martinis for a glass of white wine, Armanasco said the wine boom was really sparked by women shoppers purchasing the jug wines in supermarkets.

"People came to realize that wine is more pleasing, more healthy and less expensive than hard liquor," he said.

He noted that in the publishing business last year, the wine field was the single biggest growth area.

Durney now has orders from Mexico City, London, New York and elsewhere, Armanasco said, and they are too much to fill so that importers in Belgium and Germany are still waiting.

In recent years, Durney Vineyards' reputation was increased when it won gold medals at the Los Angeles County Fair for its Chenin Blanc and Gamay Beaujolais.

"Bill Durney had a great deal of foresight to plant those grapes in 1968," Armanasco said.

"He's now sitting on top of one of the best little wineries in the state."

business

Valley Views

FORMER VALLEYITE DISPLAYS ART

The Earth Speaks Softly, a new collection of fabric art landscapes by Jo Ann Miller Johnson, formerly of Carmel Valley, will be shown from 11 a.m. to 5 p.m. Oct. 4 to 21 at the Group 21 Gallery, 100 Main St., Los Gatos.

A public reception for the artist will be held from 2 to 5 p.m. Sunday, Oct. 5, at the gallery.

Ms. Johnson uses the rolling chapparal hills of Carmel Valley and Carmel scenes for her designs.

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Obituaries

Paul Bonelli

Paul P. Bonelli, 75, of Del Mesa Carmel died Sept. 15 in Community Hospital.

He was born in San Francisco.

Before retiring and moving to this area 15 years ago, Mr. Bonelli was manager of many Bank of America branches in San Francisco.

He leaves his wife, Marie. The rosary was recited at Habing Family Funeral Home, Gilroy.

Private services were held at the funeral home, with a Mass of resurrection at St. Mary's Church in Gilroy. Entombment was in St. Mary's Cemetery, Gilroy.

The family suggests memorial contributions be sent in care of Father Felix to Ave Maria Convalescent Hospital, 1249 Josselyn Canyon Road, Monterey.



This hand-painted velvet gown from the California Treasures collection will be modeled at the Wearable Art Show.

Stella Meyer

Stella Meyer, 75, of Pacific Grove, died Sept. 15 at Forest Hill Manor.

She was born in Houma, La., and came to the Monterey Peninsula four years ago.

She leaves her mother, Friederike Heymann of Monterey, and a sister, Hertha Gerlitz of Carmel Valley.

Private family services were held at Mission Mortuary.

Carlton Morse

Carlton B. Morse, 85, a retired Navy dentist, died Sept. 17 at Hacienda Carmel.

A graduate of Tufts University Dental School, he served in the Navy dental corps during World War I and World War II.

He was born in Hudson, Mass.

Mr. Morse had been a Peninsula resident since 1975. He was a member of the Doric Lodge AF&AM of New London, Conn.; Cosmos Club, Carmel, and had been a volunteer at the Pacific Grove Museum of Natural History.

He leaves a brother, Atherton, of Newton Lower Falls, Mass. His wife, Virginia, died in 1978.

No services will be held. Inurnment will be at El Carmelo Cemetery in Pacific Grove. Farlinger Funeral Home is in charge of arrangements.

The family suggests memorial contributions to Guide Dogs for the Blind.

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Fashion show is planned in Valley

VILLA DEL CIELO, the Carmel Valley estate of Mr. and Mrs. Arno Sarsi, will be the setting for the second annual Wearable Art Show of the Monterey Peninsula Museum of Art Saturday, Sept. 27.

Included in the 75 entirely new costumes designed and created by professional artists will be two by Frances Stock Golden of Carmel Valley. The show is organized and directed by Audrey Keller, a former model, and Jean Haimson, an art historian. Some of the costumes will be on display at I. Magnin's in Carmel.

The show is also being presented in Los Angeles at the Ambassador Hotel's Coconut Grove with Hollywood stars as models.

After a presentation by a group of Powers models, a cocktail buffet supper will be served. All proceeds from the affair will go toward the museum's campaign to raise money for building expansion and installation of an elevator.

Elaborate preparations are being made for the event by a committee headed by Mr. and Mrs. Robert Bonner of Pebble Beach. They were hosts to the group at a supper party Sept. 13 in their Del Cervo home.

Committee members and guests attending the gala were Mr. and Mrs. Robert Voss, Mr. and Mrs. John Totten, Mr. and Mrs. Wickford Baxter, Mr. and Mrs. Gene Dowlen, Mr. and Mrs. Robert Jones, Mr. and Mrs. John Jamison and Mr. and Mrs. Lytee Williams.

Also, Mrs. Roger Bailey, Mrs. Charles Spangenberg, Mr. and Mrs. Ernest Snortum, Mr. and Mrs. Burt Dake, Mr. and Mrs. Jim Cowley, Mrs. Charles Wilber and Mrs. Jerry Bernet.



Valley retailers stay healthy; more prosperous years predicted

By STEVE HELLMAN

RETAIL BUSINESS remains healthy in Carmel Valley, with only slight deviations in volume due to the recession, and store owners and managers are predicting better years to come.

Randy Randazzo, owner of Carmel Valley Market, said sales in his store in Carmel Valley Village are slightly behind last year.

"It's not real serious," he said, "but it's the first time it's happened since the gas crunch."

He noted that 80 percent of his customers are residents, while tourists during the summer make up the rest.

Randazzo said he noticed many more foreigners shopping in his store this year, and the decline in his volume was primarily in his steady local customers.

"It's beginning to pick back up now that people are back from vacation," he said.

His store and other businesses in the Village will benefit, Randazzo said, once the 22-unit Village Greens and 38-unit White Oaks condominium projects are finished. Village Greens will be completed by the end of the year, while work has not yet begun on White Oaks.

SAM LONGWELL, manager of the Safeway store at Mid-Valley, said that despite the recession volume is up.

"You can't go by dollars, prices have skyrocketed so high," Longwell said. "But our business has been quite steady all year round."

Local customers make up the sales in winter months, while tourists bring in the business during the summer, he said.

While there were fewer tourists this year, he said locals were staying around more and not traveling as much.

"There's bound to be a big surge for us," Longwell said, "and for everyone in the Valley when the Carmel Valley Ranch homes are finished."

"There'll also be more traffic," he added.

LUIS WOLTER, who has owned and operated Wolter's Hacienda Market since 1957, said business was a little better this year than last.

"We kept pretty much up with inflation," he said, noting that most of his customers are locals and that the number of

them continues to grow.

"We're just a mom and pop store," he said of the future, "but there's always more people coming into the Valley."

JOHN WALDROUP, owner of The Barnyard at the mouth of the Valley, said his business was still ahead of inflation, with volume up 19 percent from last year.

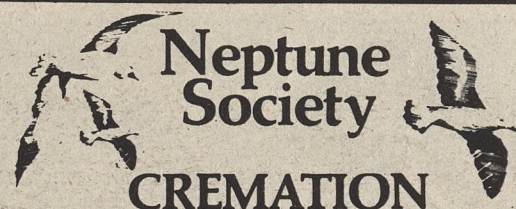
Volume, however, was down from 26 percent growth rate last year, he added. He said this was due in part to his project maturing and its rate of growth naturally slowing.

"We're getting a lot more foreign tourists," he said. "Basically, we're resident-oriented, but tourists are finding their way here from all over."

He said that despite a cold and foggy summer, shoppers still came regularly to The Barnyard from Salinas and even the San Joaquin Valley.

"Overall," he said, "things are looking healthy."

business



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Churches plan film series

Shaping the Will Without Breaking the Spirit, second in the *Focus on the Family* series presented by the churches of Carmel Valley, will be shown at 6:30 p.m. Sunday, Sept. 28, at First Baptist Church, 8340 Carmel Valley Road.

The film series will continue Sundays through November 2, at First Baptist Church. Nursery care will be provided.

Kiwanis Club helps groups

Dick Hindman, outgoing president of the Carmel Valley Kiwanis Club, and Gary Tate, president-elect, have distributed checks recently totaling \$1,370 to Carmel Valley organizations.

Hindman said the club has distributed more than \$4,000 this year to youth groups and organizations of the Valley.

Nuclear waste

A U.S. House subcommittee will conduct a hearing in San Francisco Oct. 6 to hear evidence of radioactive waste dumping at ocean sites along the California coast.

The Subcommittee on Environment, Energy and Natural Resources, responding to a request for action by Rep. Leon E. Panetta, D-Monterey, said the hearing will begin at 9 a.m. at the Federal District Court Building, 450 Golden Gate Ave.

The dumping being investigated by the House panel took place between 1946 and 1970. There has been much public concern about leakage of radioactive material, including plutonium, that has already been detected at ocean dumping sites.

Carmel Valley Church Services

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Under the oaks and among the cacti

By SUSIE HARBER

HALF-OFF SALE

The Carmel Valley Community Chapel Thrift Shop is having a half-off sale right now!

Hurry on down to get some terrific bargains on children's clothes and shoes. You'll find home furnishings, books, men's clothes and lots more. The women who work so hard on this shop would love to see you.

FASHION SHOW ANYONE?

The Carmel Valley Women's Club will put on a fashion show at Rancho Canada Golf Club on Wednesday, Oct. 1.

The women modeling the clothes will be some of the club's members. There promises to be some clothing for all sizes, too. Cocktails are at noon, with a luncheon at 12:30. Sounds like a fun afternoon for everyone.

For further information and reservations, call Dorothy Bramhall at 624-8261 ext. 521.

THEY'VE MOVED

The active Carmel Valley Garden Club Association has changed its meeting location to Hidden Valley Music Seminars on Carmel Valley Road.

It will be meeting there the second Thursday of each month starting in November. Meetings start at 8 p.m. Don't miss these meetings. These people have terrific ideas!

SEAN HAS A LITTLE BROTHER

Sean Boehlje, 5, is telling everyone these days about the new arrival in his house.

This new member's name is Brent Jason, who came into this world not long ago. According to mother and father, Robin and Dennis of Camino De Travesia, Sean is busting with this "big brother business." Happy maternal grandparents are Alethia Coombs of Pacific Grove and Herb Coombs of Moss Landing. Dennis' proud folks are Mr. and Mrs. Walter Boehlje of Sheffield, Ohio. Welcome, Brent, to Carmel Valley.

JEREMIAH CLARK HAS ARRIVED

He bounced into this world weighing a little over nine pounds, and with plenty of dark hair, according to his proud parents, Christa Coffee and Steven Sherman of Paso Cresta. Proud maternal grandparents are Barbara Steward of Taft

and Stan Coffee of Taft. Happy paternal grandparents are Roger and Kathy Sherman of Carmel Valley.

Nice to have you around Jeremiah, sounds as though you'll be a big boy.

IT'S THAT TIME AGAIN

Oct. 9 is the date, 3 to 6:30 p.m. is the time, Carmel Valley Community Chapel is the place.

The bloodmobile will be in town on that day, so please mark it on your calendars! Last time around 108 signed up. Please let's try to bring in more people for this worthwhile cause. The bloodmobile people will accept anyone in good health 18 to 66 years old. If you are 17, you'll have to have a written consent from your parents.

See you Oct. 9.

LET SUSIE HEAR ABOUT IT

Has there been a happy event in your life? Is your club or organization doing something special? Is anyone taking a trip? You can tell all your friends and neighbors in Carmel Valley about it by phoning Susie Harber at 659-4224 after 5:30 p.m.

REMEMBER WHEN?

10 years ago

From the "Carmel Valley Outlook,"
Sept. 23, 1970

VILLAGE LAUNCHES BEAUTIFICATION CAMPAIGN

Imagine trees lining the streets of Carmel Valley Village. Grass and flowers covering areas now marred by weeds and trash. And maybe, one day, sidewalks.

The Village Committee of the Carmel Valley Chamber of Commerce, which is long on imagination and short on money, has decided to find out just how many Valley residents share its dream of a more attractive Village. Starting this week, it is asking residents to "Invest in Beauty" by purchasing tickets for \$1 each at businesses in the Village.

Ticket holders will be eligible to win one of several paintings and works of art valued at over \$1,000 which were donated to the Village people by prominent Carmel Valley artists.

BRANSON SEEKS INTERIM LAW BANNING TRAILERS

Supervisor Willard T. Branson yesterday asked the County Board of Supervisors to adopt an interim ordinance prohibiting the use of mobile homes or trailers as living units in Carmel Valley.

The ordinance, which would remain in effect for 90 days, would ban the use of "any land for the purpose of maintaining a mobile home or trailer as a living unit unless and until a special permit therefore shall have been first secured."

The ordinance, would not be retroactive, and would not affect trailers already used as mobile homes in the Valley.

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Stringent conditions are proposed for new wells planned in Valley

THE LOWER CARMEL VALLEY Advisory Committee has called for stringent conditions on California-American Water Co.'s four proposed wells.

By a unanimous vote at its Sept. 22 meeting, the committee asked that the use permit for the four wells be denied until it is assured that protective measures will be operational before pumping begins from any new well.

The six-page resolution called for Cal-Am to be required to provide protective measures around not only the four proposed wells, but all of its wells in Carmel Valley.

The resolution contained strongly worded findings that Cal-Am's wells have caused death of riverbank vegetation, and that the loss of vegetation has resulted in heavy erosion and property damage.

It asks that Cal-Am's total withdrawal from the Carmel Valley aquifer be limited to 5,600 acre-feet a year until experiments have been performed and evidence submitted that proposed protective measures are effective.

THE COMMITTEE also approved unanimously a resolution requesting that Cal-Am's proposed iron removal plant be relocated from the planned site near San Carlos Road.

The two resolutions, with detailed recommendations and findings, were directed to the Monterey County Planning Commission, which is scheduled to begin public hearings on Cal-Am's use permit for the proposed wells Oct. 8.

The committee's resolution on the four wells suggests that the Planning Commission accept the following findings:

✓ Based on the Environmental Impact Report prepared for the well project, any further extraction from the underground water supply will have an adverse effect on the environment.

✓ There is no urgency in putting the four proposed wells into production.

While Cal-Am has maintained that the wells are needed as insurance against another drought, and to make its well system in Carmel Valley more flexible, the committee resolution contends that the need is not urgent to approve the wells.

The resolution notes that Cal-Am's present annual 18,000-acre-feet water producing capability will meet demand until 1993. It notes further that the Monterey Peninsula Water Management District has approved the irrigation of golf courses with reclaimed wastewater, freeing as much as 1,600-acre-feet a year of additional potable water, which would extend the adequacy of Cal-Am's system to year 2000. And it also notes that Cal-Am has two wells that are in existence but not operating that could be put into production in an emergency.

✓ The 14,000-acre-feet annual withdrawal from the Carmel Valley aquifer that would result if the four wells are drilled is the same magnitude as was withdrawn in the two years during the 1976-77 drought.

✓ A larger dam on the Carmel River is a very real and feasible alternative to the need for the four proposed wells.

The resolution goes on to state the latest findings and studies of a larger dam, noting that a 19,000-acre-foot dam, costing \$19 million, could be constructed within 2½ years after construction is authorized; the dam would be financed entirely by a connection charge to new customers, and rates paid by present water customers based on the benefit they accrue from the dam.

"A dam would not have the adverse impact on the river vegetation and the increased erosion potential to the banks that the wells would," the resolution states.

✓ Pumping and exporting of water from the Carmel Valley aquifer by large-capacity wells has and will destroy vegetation on and near the river banks when the water table is lowered more than 10 to 15 feet.

✓ Replanting of willows and other vegetation will be a futile effort unless irrigation is provided.

✓ Operation of the new or old wells, without irrigation of affected vegetation within the zone of influence of each well, will cause destruction of a substantial portion of existing vegetation.

✓ The estimated cost to repair present erosion damage, at \$125 per foot, would not exceed \$4.6 million.

✓ The present and future value of structural improvements within 100 feet of the river bank near the proposed wells is not known.

Conditions recommended by the committee for the four wells are:

• Irrigation conditions imposed on the use permits for the four new wells will be applied to all well fields which are part of the ongoing project to extract water from the Carmel Valley aquifer for export.

"All Cal-Am wells from the Russel well to the Rancho Canada well are part of this project," the resolution states.

• "No production pumping from the new wells shall be permitted until irrigation procedures are operational."

• Monitor wells, and moisture meters (piezometers) shall be installed within 2,100 feet of all wells in the project.

• Irrigation water shall be applied whenever the water table has declined 10 feet or more.

• Vegetation shall be protected or replaced as needed.

• Total Cal-Am withdrawal from the aquifer shall be limited to the maximum annual withdrawal of 5,600 acre-feet until the Monterey Peninsula Water Management District and Cal-Am have demonstrated that the protective measures are effective.

"This limitation may be temporarily removed by the Monterey County Board of Supervisors in the event that a

drought condition is declared," the resolution states.

• All wells shall be designed so that pump or other machinery noise is inaudible.

In recommending denial of the proposed site for the iron removal plant, the committee cited the following reasons:

✓ The plant would not be consistent with the committee's policies regarding construction near the river.

✓ Construction of the plant at the site would require the cutting and removing of a large number of native trees that protect the river bank from erosion and which form one of the last stands of native riparian growth.

✓ The proposed site is in a residential neighborhood.

The resolution notes that, "Strong protests have been received from the residents in the surrounding community."

✓ A severe noise problem would result from machinery.

✓ Access to the property would compound traffic problems at the San Carlos and Carmel Valley roads.

The committee suggested two alternative sites, one behind Carmel Middle School, another east of the Carmel Valley Golf and Country Club, both along the river and away from residences.

'Corridor' is sought for Carmel River

THE CITIZENS ADVISORY COMMITTEE for the Carmel Local Coastal Program has approved a water and marine resources draft background report that would create a riparian corridor along the Carmel River.

The policy was adopted Thursday, Sept. 25 to protect the water quality and natural vegetation in and along the Carmel River as well as San Jose, Wildcat, Gibson and Malpaso creeks.

The riparian corridor would require setbacks for buildings along year-round streams of 150 feet or to the extent of vegetation, whichever is greater. Streams that run only part of the year would have setbacks of 50 feet or to the extent of vegetation, whichever is greater.

No new developments would be allowed in the setback areas, though the county could modify the policy to permit residential and commercial construction on undeveloped parcels.

The policy would encompass Carmel River from the Odello East property to Carmel Bay. Most Carmel River setback areas are owned by the state except for the Odello East property.

Susan Hilinsky of the county Planning Department said that major portions of creek setback areas are along unbuildable, steep ridges.

Other policy recommendations made by the Citizens Advisory Committee included:

• A maintenance plan for septic systems in the Carmel Highlands that requires proposed subdivision lots be tested and approved by Monterey County Health Department before subdivision maps are approved.

• A program to test existing septic tanks for proper operation be implemented. Owners of improper systems would receive notices from the county to improve the system at their expense.

• A report on environmentally sensitive habitats was presented and continued until the next meeting at 7:30 p.m., Thursday, Oct. 2, at Carmel City Hall.

Trees to be planted at river

CARMEL RIVER Watch (CREW) is organizing a willow planting along erosion-damaged stretches of the river.

The planting of young willows is planned for Oct. 25 and 26, mainly aimed at the stretch of river from Robinson Canyon Bridge downstream to Quail Lodge.

Rich Hughett of CREW said the organization is seeking volunteers to help with the planting.

"We're trying to get the willows in before this winter season," he said.

Persons interested in helping can contact Dorothy Ross at 624-9329. There will be a party at the end of planting on Sunday, Oct. 26.

Times and specific locations will be announced.

Cal-Am rates are increased

California-American Water Co. customers will be charged 59.5 percent more for water beginning this week, with more increases later this year and next.

The Public Utilities Commission in San Francisco authorized the increases Sept. 16, which initially will increase monthly charges for the average residential customer using 200 gallons a day from \$5.51 to \$8.79.

Additional increases of 8.8 percent in 1981 and 3.3 percent in 1982 were also granted.

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"The biggest little fashion shop in Carmel"

Who are the new merchants?

By FLORENCE MASON

THEY CAME from Istanbul and from Mexico, from Italy, Michigan, Kansas and Southern California.

They came with high hopes of success, even when they followed a business that had failed.

They are men and women of all ages, some operating as individuals and some within family constellations.

They are the people who opened new businesses or became new owners of businesses in Carmel during the past six months. This newspaper introduced them in its column, "Who's News on the Carmel Business Scene," starting last April.

business

We get our information about new businesses or new owners from several sources: the Carmel Business Association, minutes of meetings of the Business License Review Board, word-of-mouth and legal notices. The 62 businesses on which we reported during the last six months are those we succeeded in reaching; there are a few more who could not be contacted or who — surprisingly — did not want anything about their new enterprises to be reported.

What do they have in common, these owners of new businesses? Almost invariably, they are here because they love Carmel. It is not only a good business climate, they believe, it is also a good climate for living.

More about our new businesses:

PLACE OF ORIGIN

Eight of the new owners came to Carmel from foreign countries.

Fifteen came from other states and 28 from other parts of California. Five were born and raised on the Monterey Peninsula.

LENGTH OF TIME IN THE AREA

Nineteen of the new owners came here recently, when they opened their new stores or shops or restaurants.

Only two are still absentee proprietors, not living on the Monterey Peninsula. In addition to the five who were born and raised on the Peninsula, there are others who came in 1950, 1959, 15 years ago . . . well over half had been on the Peninsula more than five years before opening their new establishments.

WHO ARE THEY?

Seventeen of the owners of new businesses are women and 19 are men; 16 are married couples. Three businesses are

headed by men in partnership, four by women in partnership and three others by groups of three or more people.

WHAT KINDS OF BUSINESSES HAVE THEY OPENED?

Shops of various kinds lead the list: there are 34.

They include gifts (7), clothes (4), sportswear and sporting goods (4), beauty (2) and one each for shoes, tile, jewelry, manufacture and repair, jewelry sales, cameras, games, hobbies, posters, rocks and minerals, comforters, candles and stamps. There are also a few general stores.

Five new professional offices were reported: an architect, physician, structural engineer, personnel consultants and a management training firm.

Seven new art galleries have opened in Carmel since April, and six real estate offices. Five restaurants opened, and two photography studios.

The rest of the new enterprises were a residential-care facility, a sun-tanning studio and a business specializing in planning parties and other celebrations.

REASONS FOR COMING TO CARMEL AND OPENING A BUSINESS HERE

One reason — expressed in various ways — is heard again and again:

"I fell in love with the Monterey Peninsula." "One visit here did it." "I discovered the Peninsula." "It was the quality of life here." "We liked the naturalness of the area and the people." "We are fugitives from Los Angeles." "We wanted to retire here." Or just the simple statement: "I like Carmel."

Several mentioned the climate specifically. Others referred to Carmel as a cosmopolitan town or one less hectic than the one they were leaving (in five cases, Los Angeles). Some spoke of opportunities for backpacking, horseback riding, appropriate scenery to paint, less snow.

Only two came not by choice, as it were, but because of a spouse's business transfer.

EXPERIENCE AND OTHER BUSINESSES

Ten of the people opening businesses here already had other

businesses in the area, usually the same type as their new one. Twelve had businesses elsewhere.

Thirty-eight had previous experience in the same kind of business; twenty-four — a surprisingly large number of courageous new owners — had no previous experience in the same line of business or with a similar product.

WHY DID THEY OPEN THEIR BUSINESSES?

The reasons given by all these new owners provide interesting glimpses into the whole subject of business in Carmel.

The influence of the environment is apparent because owners of at least 10 of the 62 new businesses came looking for a business opportunity in the place where they wanted to live. Putting the cart before the horse? Not for these devoted Carmelites!

An even larger number (16) opened businesses in Carmel or Carmel Valley because they saw a special market here for the product or service they were going to offer. That was true of those offering "high-quality" gifts, sports clothes, candles, model cars, sun-tanning, photographic services, real estate, prints, art and party planning.

Several admitted that the presence of tourists — a mixed blessing in the eyes of many residents — attracted them and their businesses.

At least seven new businesses resulted from the need for expansion of those already established. And four developed out of personal hobbies.

A few new owners of businesses in Carmel found themselves in that situation rather casually. One, for instance, liked the building she was working in and when the company she was with moved away, she decided to open her own business there just so she wouldn't have to move.

Perhaps the most interesting and exciting individuals are those who started a new business in Carmel primarily because they wanted to be on their own, not working for someone else. There were five of those in our group and, in most cases, owning their own business had been a lifelong dream.

When we think about the number of Carmel businesses that closed during the same six-month period (and we don't hear about all of them) we are impressed by the courage and resourcefulness of the 62 and more who started off here since April.

In reporting them in "Who's News on the Carmel Business Scene" we hope we are not only providing a service for prospective customers or clients, but giving our readers a look at the changing face of our area.

There's a new face at Burlwood

By FLORENCE MASON

BURLWOOD GALLERY

Robert Jackson and Gerry Overwieser

Although Robert Jackson, a CPA in Salinas, keeps books for a number of Carmel stores, becoming the owner of one such store is a new activity for him.

What attracted him? The store itself. Jackson and the previous owners were friends, so he learned that Burlwood Gallery was for sale. He looked at the records and made an offer; after another deal fell through, it was accepted. But it is when Jackson talks about the things in the store that the real reason for his interest becomes clear.

"I like it so much," he said. "It is sparkling with different products: metal sculpture, small and large creations from wood, stained glass. You can spend hours there, sit in the chairs. It is really an artists' gallery, not fine arts, but practical ones. Almost everything there has been created by an artist."

Jackson and his wife, Michele, live in the Mid-Valley area. "We had been appreciating the area for a long time," he said, "so we are very happy to get even more involved here."

Mrs. Jackson is sports oriented, and that includes body-building classes at Sunset Center, skiing, jogging and horseback riding. Jackson said golf is the only sport he has time for, especially since he became an owner of the gallery.

He and his partner, Gerry Overwieser, became acquainted when Jackson did Overwieser's tax returns. Overwieser lives in Salinas. He travels from that area at least four days a week as a representative for auto stereo products. He is not, like Jackson, a novice when it comes to business ownership as he already owned several before taking on Burlwood Gallery.

The gallery's manager, Marilyn Buck, will continue in that role for the new owners. She has been with the parent company, Burlwood Industries, for eight years, working in other locations in Monterey and Carmel, and at Burlwood Gallery since it opened three years ago.

Mrs. Buck is another fugitive from Los Angeles; she went to school at Monterey Peninsula College and as soon as she could, she returned to the area from her home in Southern California. She and her husband, George, live in Pacific Grove. It may be that there is business talk at home; George Buck is president of Burlwood Industries.

DIVINE RITES

Joan Brady and DiAnna

"Divine," as in "Your PAH-ty was simply divine, my dear," and "Rites" as in rituals, celebrations and annual events.

The name for this unusual new enterprise suggests some of the good times for the two young owners will produce; the list of possibilities is long indeed.

Among the unusual events offered are wakes, rituals to honor any theme, celebrations for the arrival of kittens (or the menopause), loss — or gaining — of a job. Those are in addition to more usual celebrations such as birthdays, weddings and showers. Even those may be given unusual twists by this innovative team.

who's news on the carmel business scene

One recent celebration they arranged was a surprise birthday party for a 33-year-old man who wanted a child's party. Among the surprises was the arrival of a young woman dressed as a cop, who then did a strip tease of sorts, down to a second costume that revealed her as a gorilla.

This month there was a big circus party, including freaks and carnival booths. It was to celebrate the 21st birthday of a local woman. Another party — for an older man — featured a marionette show.

Ms. Brady and DiAnna (who prefers not to use a last name) have strong convictions that people need to celebrate more and that out-of-the-ordinary celebrations are important in today's hectic, materialistic world. For Ms. Brady, employed at Thinker Toys in Carmel Plaza, Divine Rites is only a part-time occupation at present. But for DiAnna, it is fulltime and engrossing. For the past four years she has been studying ancient religions and rituals. Her research has culminated in files on the symbolism of colors, on historical parties and celebrations, on the roles of various gods and goddesses. For a menopause celebration, for example, she might come up with typical ancient ceremonies and she would know which goddesses would have been involved and how the phases of the moon affected the observance.

In addition to those scholarly pursuits ("In a way I am always going to school," she said), DiAnna reads for pleasure and sews. She has been on the Peninsula about eight years, currently living in Monterey. Neither she nor Joan is married.

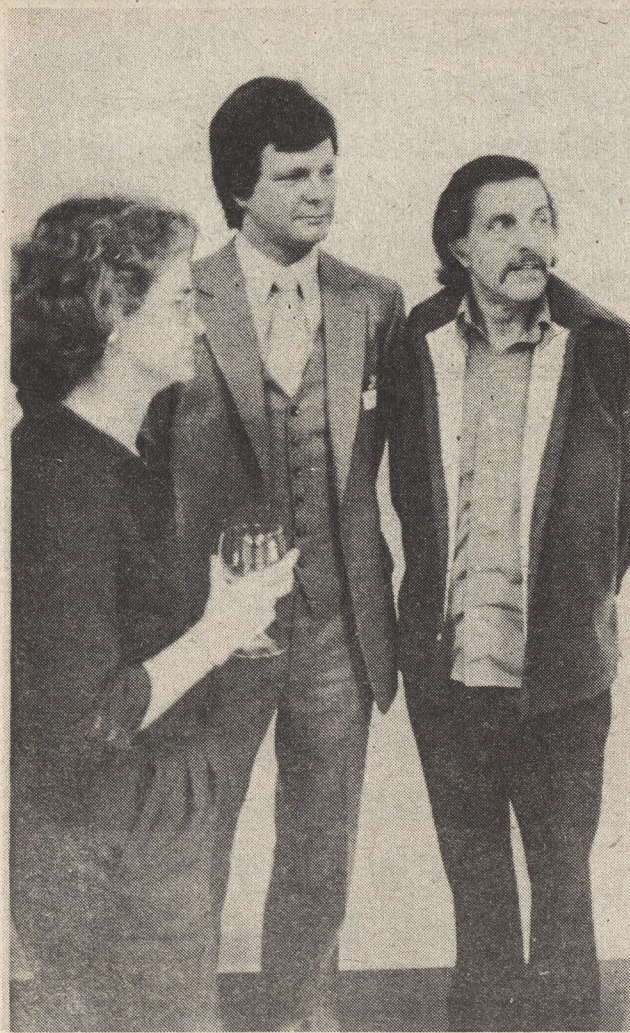
Joan Brady's background is all Carmel, except for several years pursuing an art degree at San Francisco State. She was born in Carmel, bought and sold a house here and now rents a home in Carmel Woods. She had intended to be a medical illustrator, but found that field — and the San Francisco environment in general — too competitive.

Another young Carmelite contributes to the team in a very special way. Julia Ambrosia is the arts director for the company and responsible for creating the environments for the parties or celebrations.

She is a free-lance artist and entertainer. Describing herself as a "conceptual performance artist," she said her experience includes giving dramatic pieces in galleries.

Ms. Ambrosia was born and raised in Carmel and attended the Academy of Art in San Francisco. Her unique contribution to Divine Rites is based on the concept that parties can be "an art piece."

The new company's headquarters are behind Knapp Hardware at Eighth and Mission. The office is open by appointment only at present; the perpetrators of ordinary and extraordinary celebrations are often elsewhere, dreaming up new festivities or producing them.



"Give Mental Health a Chance" is the slogan for Interim Inc.'s 1980 fall fund-raising campaign. Interim, a residential treatment program throughout Monterey County, is a bridge for people who have been in mental health institutions. Its programs are designed to assist in the transition back to independent living in our communities, explained Debbie Schwen (above) business manager. She spoke to a group of community leaders attending Interim's kick-off wine and cheese reception at Heritage Harbor Sept. 17. Bert Messinger of Wells Fargo Bank in Carmel, on the board of directors of Interim, encouraged the community to support a five-minute shopping spree Oct. 11 at Monte Mart in Del Rey Oaks. Tickets can be obtained at Wells Fargo Bank in Carmel as well as in front of McDonald's stores on all Saturdays, or by calling Interim, at 649-4522. Stephen Slade (middle), of Carmel Valley and David Schwartz (right), chairman of the board of directors, thanked businesses for their donations.

Hard work runs a 10,000-acre ranch in the Valley

"People in agriculture are the only ones who buy retail and sell wholesale."

From the "Farmer's Almanac"

By STEVE HELLMAN

CATTLE RANCHER Robert Marble runs his 10,000-acre spread in upper Carmel Valley with the gritty determination not to become another urban cowboy.

In his lifetime as a third-generation rancher, Marble has seen agriculture bucked from its historic place as one of our country's most important and vital traditions.

Marble's Rana Creek Ranch is the largest of six cattle-raising operations in the upper Valley, and he finds his property being trampled on in the real estate stampede of the 1980s.

The monumental battle between the developers and the controlled-growth advocates leaves Marble with the losing hand; real estate speculation is driving up the value of his land beyond agricultural reason, and he sees growth controls to stem the development tide as just another bureaucratic lasso around his private property rights.

The recession has tightened up his credit and the current California water rights battle threatens to put his back all the way to the barn door.

Despite the trough of problems, Marble maintains the classic Old West stance — guts, grits and iron-willed independence.

"I'm not going to sit by," he said, "and watch the

business

'You cannot survive here by sitting on your butt.'

government or anyone erode what my family worked 60 years to build."

His grandfather, an entrepreneur and banker from Pasadena, bought the Rana Creek Ranch in the early 1920s, adding its 14,000 acres to his interest in a huge cattle ranch in Nevada. His grandfather had also owned Big Creek Ranch in Big Sur.

The ranch in Carmel Valley was kept in the family by Marble's father, Robert Marble, and his uncle, John Marble, a nationally-known cattleman and former president of the American National Cattleman's Association.

Stretching east from Tularcitos Ridge in Upper Carmel Valley to Limekiln Canyon in the Salinas Valley, the hilly, sprawling ranch is now owned by a family trust, with Marble and his wife, Hilary, the full-time operators. They have a son, Roger, 9 months.

Marble has two full-time employees who live on the ranch, an average of 600 head of cattle and an annual operating budget he said is in the low six figures.

Cattle ranching is the third largest agricultural business in Monterey County and the largest in terms of acreage. It predominates in upper Carmel Valley.

Excluding the 26,000-acre San Carlos Ranch south of Carmel Valley, Marble's Rana Creek Ranch is the largest among the cattle ranches in the Valley, nearly all grouped in the hills east of Carmel Valley Village. They include Rancho Tularcitos, Blomquist Ranch, Carmel Ranch Co., Wilson Ranch, Rancho Chupines and the Fish Ranch at the mouth of the Valley.

Interviewed in the office of his massive, ranch-style home, Marble talked about the economics of raising cattle, the political problems facing the Valley's cattlemen and the role of the ranch in family life. He is a friendly man who, at 33, retains a boyish face and fresh idealism for farming.

"THE CHALLENGE of it is fascinating," Marble said.

"Two thirds of your time is spent in maintenance, mending roads, fences, pipes and springs."

While he could use four full-time employees to help ride herd on the operation, he employs only two because he said his cash flow during the year is not steady enough for a larger crew.

"I'm definitely land poor," he said. "I've got a heckuva lot of assets, but I can't take them to town to spend."

The greatest part of his love for the work lies in the independence it offers.

"I'm my own man, I work a lot out of doors, I love the country, I like working with animals," he said.

Is there anything special about ranching in Carmel Valley?

"It's just one of the finest corners of land on this earth," Marble replied.

The ranch and farm is still one of the finest places to raise a family, Marble said, adding that he is family oriented and believes it to be the center of the universe.

"On a ranch, children learn what it is to work," he said. "You cannot survive here by sitting on your butt. You're dealing with animals you can't communicate with."

It is also good for children, he said, because it is further removed from city influences.

"There's a cleanliness of spirit here."

HILARY MARBLE, who admits that she is a city girl from Palo Alto, said she loves the privacy and family aspects of ranch life.

"Rob and I work together," she said, "and I really like the self-employed aspect. Whatever we work for and gain is a

giant success for us.

"It's a wonderful feeling," she added, "producing food."

The major task on the ranch now is calving. For two months this fall the calves will be born that were conceived last year. While the cows give birth unassisted, Marble and his crew must attend to emergencies, tag each new calf and castrate the males.

From the time a female calf is conceived in the fall of one year, it is three years before it has a calf of its own and provides Marble any income. Meanwhile, it costs \$250 to \$300 a year to keep the animals, or close to \$200,000 for a herd of 600.

The bred cow eventually sells to a feed lot for several hundred dollars, depending solely on a widely fluctuating market; last week the price was \$610 to \$635, while a year ago it was \$850, Marble said.

The time lag between conception and cash flow in what is primarily a calf-raising business is helped somewhat by the sale of calves during the year that are not healthy; sale of the steers (castrated males), and sale of old cows and bulls. Cows are kept as long as they produce healthy calves (usually five to eight years), Marble said.

"The backbone of the hamburger and sausage business in this country is old cows and old bulls," he said.

There was a considerable decline in cattle prices this year because of lack of feed, the lingering affects of the drought and a host of variable factors that pummel the rancher like chaff in the wind, Marble said.

"The drought started the biggest liquidation of cattle this country has ever seen," he said.

Ranchers were unable to get feed or water, and the widespread sale of cattle glutted the market.

"The recession," Marble said, "has tightened up credit in agriculture incredibly."

Few ranchers, he said, have enough cash flow during the year to finance their operation without loans.

"We've been in the cattle business long enough to know how to survive," Marble said.

He said that he has diversified his holdings so that he can borrow from his other investments to keep the ranch afloat in hard times.

RANCHERS in Carmel Valley are burdened additionally with land prices, Marble said, "that have just risen out of sight."

"If I were a cattleman buying a ranch today, I couldn't do it. It's just plain uneconomical."

While Proposition 13 was a boon to his operation, Marble said he is aided even more by what's known as the Williamson Act. The state law allows him to enter into a 20-year, annually renewable contract with Monterey County whereby he agrees to maintain his property in agriculture in return for a property tax assessment based on the agricultural-producing value of

the land.

Intended to help preserve farm land around cities, the Williamson Act is also immensely beneficial to ranchers like Marble with property that is on the fringe of a speculative real estate area like Carmel Valley.

The Williamson Act contract halves his property taxes, the state makes up the difference in the county's lost revenues and Marble is able to maintain a large-scale cattle ranch on the edge of some of the most expensive and exclusive real estate in California.

One problem with the Williamson Act, however, is that it is not recognized by the federal government. When it came to paying estate taxes after his father's death, Marble's ranch was assessed by the federal government according to its highest possible value.

"I might have ranch land that is worth \$150 per acre, but the feds value it at \$500 per acre according to its potential for development," he said.

In order to pay the inheritance and estate taxes without selling the ranch, Marble had to give up the family's long-held interest in the huge Nevada ranch.

WHILE MARBLE lamented what he said is the government erosion of rancher's rights, he said Carmel Valley ranchers face even greater political pressures.

"The political climate in Carmel Valley is not conducive to business," he said.

He noted that the proposed Carmel Valley Master Plan includes a quota on growth for the next 20 years and strict limitations on the location and scope of new development. Marble interprets the growth-control policies of the Master Plan as a potential for infringement on his private property rights, although his land is not within the boundaries of the Master Plan area.

"It's all part of the same effort to allow a group of bureaucrats sitting in Sacramento to decide what's best for my land," Marble said.

The big question in the 1980s will be water rights, he said. "Legislation could lead to a terrific erosion of our historic water rights in this state," he said.

"We're facing an unprecedented attack on our private property rights."

Does he expect the ranch to stay in his family's hands for another generation despite the political and economic pressures?

"Not if the government continues to take basic decisions out of my hands," he said. "At least the ranch won't be in my hands. I'll sell and move elsewhere, but it sure won't be the city."

"Life's moving too fast there, and with too many bad influences."

"I'll stick to ranching."

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3.0 Liters

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 Mountain White Chablis
 Mountain Red Burgundy
 Mountain Red Claret

4.10



Black Velvet

1.75 Liter

10.09



Tanqueray GIN

Liter

8.89

Taylor California Cellars Burgundy Chablis

1.5 Liter

2.79



Sebastiani Mountain Chablis Vin Rose

1.5 Liter

2.97

COST-LESS LIQUORS

SCOTCH

Dewar's White Label	10.69
Liter	
Johanne Walker Red	10.89
Liter	
Johanne Walker Red	17.39
1.75 Liter	
Old Smuggler	9.89
1.75 Liter	
J & B	8.99
Liter	
Chivas Regal	14.59
Liter	
Ballantines	9.29
Liter	
Cutty Sark	9.19
Liter	
Cluny	6.84
Liter	

GIN

Beefeater	16.36
1.75 Liter	
Hiram Walker	8.79
1.75 Liter	
Tanqueray	15.69
1.75 Liter	
Tanqueray	8.89
Liter	
Seedies	9.22
Quarts	

VODKA

Popov	6.99
1.75 Liter	
Kamchatka	7.59
1.75 Liter	
Gilbey's	9.49
1.75 Liter	
Hiram Walker	8.79
1.75 Liter	
Absolut 100	8.98
750 ml	
Stolichnaya 100	9.62
750 ml	
Smirnoff	5.89
Liter	

BOURBON

Jim Beam	10.09
1.75 Liter	
Jim Beam	5.99
Liter	
Ancient Age	9.69
1.75 Liter	
Jack Daniels	7.69
750 ml	
Old Crow	11.29
1.75 Liter	

CANADIAN & IRISH

Black Velvet	10.56
1.75 Liter	
Canadian Club	8.69
Liter	
Murphy's	6.49
750 ml	
Tullamore Dew	8.09
750 ml	

RUM

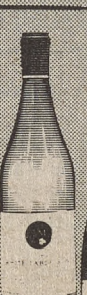
Castillo Dark	7.79
1.75 Liter	
Castillo ParkDark	7.79
1.75 Liter	
Bacardi White	10.69
1.75 Liter	
Ron Rico White	9.09
1.75 Liter	
Bacardi Dark	10.69
1.75 Liter	

GRAND OPENING AT THE MALL OF CARMEL

PREMIUM

CABERNET SAUVIGNON

Hoffman Mtn. Ranch	4.49
750 ml	
BY	4.79
750 ml	
J. Lehr	3.19
750 ml	
Mirassou	4.49
750 ml	
L. Martini	3.69
750 ml	

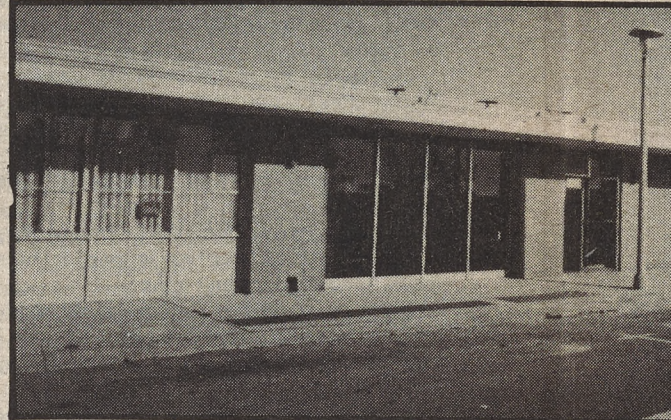


ZINFANDEL

Sutter Home	
White Zinfandel 750 ml	
Concannon	
Zinfandel Rose, 750 ml	
Fetzer	
750 ml	
Kenwood	
750 ml	
San Martin	
750 ml	

PINOT NOIR

L. Martini	3.19
750 ml	
Charles Krug	3.79
750 ml	
Kenwood	4.89
750 ml	
R. Mondavi	5.49
750 ml	
Fetzer	3.59
750 ml	



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OPENING

THE MOUTH

CARMEL VALLEY

PREMIUM WINES

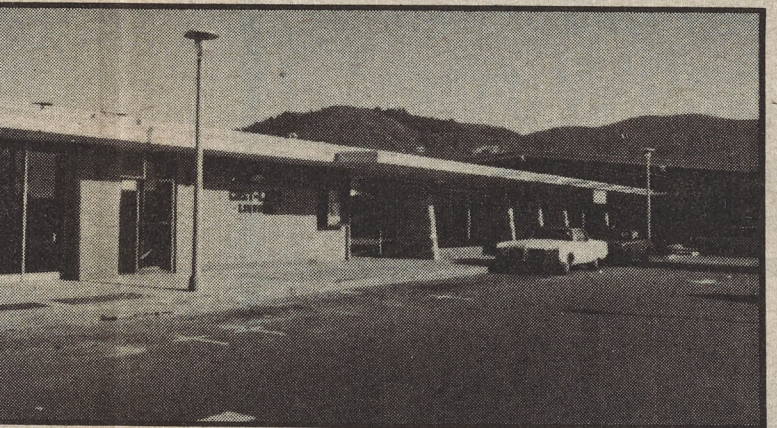
PINOT		CHARDONNAY	
4.49		Mirassou	4.89
4.79		R. Mondavi	9.49
3.19		Beringer	4.98
4.49		J. Mueller	4.99
3.69		Conn Creek	4.99

ZINFANDEL

3.19	
2.49	
3.19	
4.89	
3.89	

JOHANNESBERG RIESLING

3.19	J. Lehr	4.29
3.79	750 ml	
4.89	Monterey Vineyard	3.19
5.49	750 ml	
3.59	Almaden	2.99
	750 ml	
	BV	3.75
	750 ml	
	Sebastiani	3.89
	750 ml	

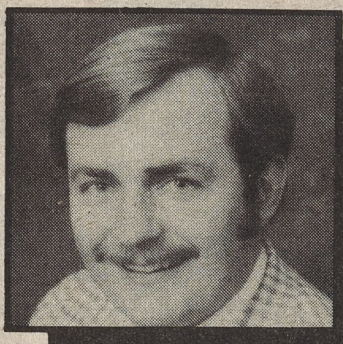


CARMEL VALLEY STORE

COST-LESS LIQUORS

COST-LESS LIQUORS

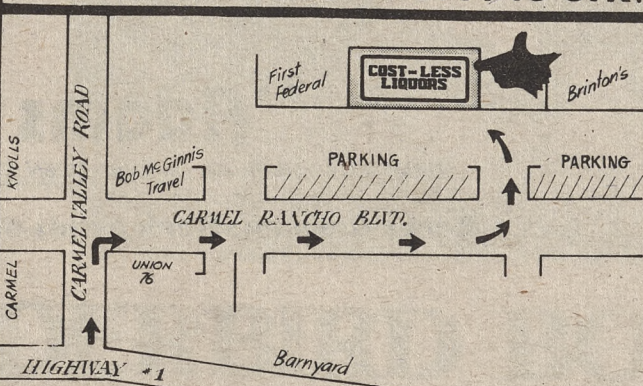
CHAMPAGNE	
Almaden Blanc De Blanc	5.59
750 ml	
Mumm's Extra Dry	13.29
750 ml	
Hanns Kornell Brut	5.99
750 ml	
Martini & Rossi Asti Spumante	7.49
750 ml	
Moet Chandon	14.19
750 ml	
BEER	
Olympia Gold	1.89
6 Pack, 12 oz.	
Tuborg	1.79
6 Pack, 12 oz.	
Budweiser	1.89
6 Pack, 12 oz.	
Coors	1.89
6 Pack, 12 oz.	
TEQUILA	
Jose Cuervo Gold	8.19
Liter	
Jose Cuervo White	12.09
1.75 Liter	
Sauza Silver	11.39
1.75 Liter	
Herradura Silver	8.29
750 ml	
Herradura Reposado	8.99
Gold 750 ml	
BRANDY & COGNAC	
Korbel Brandy	6.69
Liter	
Christian Bros. Brandy	11.89
1.75 Liter	
E&J Brandy	5.39
Liter	
Courvoisier VS Cognac	11.99
750 ml	
Hennessey VS Cognac	12.99
750 ml	
LIQUEURS	
Coignac	10.79
750 ml	
Kahlua	10.99
1 Liter	
Tuaca	11.39
750 ml	
Drumhale	10.49
750 ml	
Campari	6.39
750 ml	



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Inglenook
1.5 Liter
Burgundy
Chablis
Rose

3.29

J&B
SCOTCH
1 Liter

8.99

ANCIENT AGE
BOURBON
1.75 Liter

9.69

E&J
BRANDY
Liter

5.39

Jose Cuervo
White
1.75 Liter

12.09

Kahlua
Full Liter

10.99

No doubt about it - she has 36 hours in her day

By TERRI LEE ROBBE

DR. LOLA STEINBAUM looked like a typical young wife and mother as she walked across the lobby of Community Hospital with her three-week-old son, Jonathan, sleeping soundly in a Snuggly against her breast.

Without the baby she could easily have passed for a college student.

At 33, Dr. Steinbaum has been a practicing physician nine years. She shares medical offices with her husband, C. David Erickson, also a physician, on Carmel Rancho Lane. They practice primary care and internal medicine.

Dr. Steinbaum appears to be a happy person. She laughs easily and often, and even when she talks about the hard times in her life she still radiates a sense of belief in herself, her fellow man and the world in general.

HER PARENTS SURVIVED two concentration camps during WWII — Auschwitz in Poland and Dachau in Germany. Her only brother did not survive. She was born in Germany after the war and came to America with her parents at age 2. From a young age she wanted to become a doctor. And she did.

"I was too young to remember life in Germany," said Dr. Steinbaum. "I do know that my parents were happy and very involved in my father's leather and boot factory. When the war came along they lost everything and we were very poor."

Dr. Steinbaum recalls her first years in the United States as being a bit rough. Her parents spoke, and still speak, mostly German and Yiddish.

"We settled in Detroit, Mich., and my father took any kind of work he could find," said Dr. Steinbaum. "I started working at age 12 and I've been working and learning since that time."

Dr. Steinbaum's family moved to Southfield, Mich., where she attended Southfield Senior High School and received honors in math, chemistry and English. She also made the

National Honor Society.

In 1967 she received her B.S. in chemistry with honors from the University of Michigan. She was also Phi Beta Kappa.

That same year she met the man who was to become her



Dr. Lola Steinbaum and Jonathan.

Alan McEwen photos

husband. They were both attending Stanford Medical School.

Dr. Erickson was in his fifth year, Dr. Steinbaum her first.

"We had been dating a few months when I was transferred to Harvard Medical School," said Dr. Steinbaum. "I didn't know it at the time, but I wouldn't see David again until 1975."

During her first year of medical school, Dr. Steinbaum considered a career in research. She studied biochemistry, neurochemistry and brain metabolism, but found that she enjoyed contact with patients so she decided to stay with clinical work.

From 1968 to 1971 Dr. Steinbaum studied at Harvard Medical School. She graduated *cum laude* and was a member of the Alpha Omega Honor Society. She did her internship at Massachusetts General Hospital in 1971-72.

During her fourth year of medical school, Dr. Steinbaum spent time in Newfoundland, an experience she says she will always remember.

"You can finish all of your required clinical work in your third year," she explained. "During your fourth year you can elect clinical courses outside of the Harvard Hospital, so I went to Newfoundland."

"It was an experience," said Dr. Steinbaum. "Many of the people lived in small fishing villages or in inaccessible coves, so to reach those needing medical help we frequently had to travel via dog team, boat or pontoon plane."

"The area was developed by one or two families during the early 1800s so most everyone had the same last name," said Dr. Steinbaum. "Most were direct descendants from those same people, mostly from Wales, England and Germany."

"There was very little electricity so the people lived and cooked in a very old-fashioned way. There were a lot of genetic diseases and infectious diseases such as tuberculosis. It was good training and I learned a lot."

BETWEEN HER INTERNSHIP and residency in internal medicine (1972-74), Dr. Steinbaum did medical work in underdeveloped countries. She traveled to Central and South America and Africa.

"I chose to work in places that I had always wanted to visit such as South Africa, Kenya and Costa Rica," said Dr. Steinbaum. "It gave me the opportunity to see part of the world, learn about people and get the exploring out of my system before locking into a permanent job. I feel that the experience broadened my knowledge and made me a better person in many ways."

In Africa, Dr. Steinbaum worked with a group of doctors who flew from village to village.

"In some situations we had our own equipment and could handle surgery, but frequently we had to fly the patients to a hospital we were working with at the time," said Dr. Steinbaum. "You learn a lot under those conditions."

Dr. Steinbaum also spent a year (1974-75) working at

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Hospital Laennec in Paris. She was a cardiologist with an open-heart surgery team in intensive-care unit medicine.

"I didn't speak French when I first arrived in France," said Dr. Steinbaum. "I learned fast because even the people (doctors, nurses, technicians) who could speak English would only speak French to me. They wanted me to learn as fast as



Dr. Lola Steinbaum checks medical records with her husband, Dr. C. David Erickson.

possible, and within six months I was doing well."

While at Hospital Laennec, Dr. Steinbaum did a lot of translation work, and even now some of the French doctors she met during that time send their work to her for translation.

"I was learning a lot at Laennec, but I had to decide whether to stay or come back to California for my residency," said Dr.

Steinbaum. "I returned to Stanford University Hospital in 1975 (1975-77) for my residency in internal medicine."

DR. STEINBAUM said her decision to become a doctor went back to her early years.

"My parents have lived in this country for 35 years," she said. "Losing all their possessions and coming to the United States was very traumatic for them and created feelings of insecurity. I think part of my desire to become a doctor stemmed from those insecurities."

Out of necessity, Dr. Steinbaum became self-supporting at a very early age.

"It wasn't easy, but I did well in high school and received a lot of scholarships," she said. "I graduated from Harvard in 1971 and I'm still paying off loans from there."

Now happily married to Dr. Erickson and the mother of two, Dr. Steinbaum says she is living the best of two worlds.

"I was working on my residency at Stanford in 1976 when David came back into my life," she said. "We were married in 1977 and three months later I was pregnant with Mark, who is now 2½ years old."

From the fall of 1977 to the fall of 1978, Drs. Steinbaum and Erickson worked in the emergency room at Salinas Valley Memorial Hospital.

In September 1978, the couple decided to open their own practice in the Carmel area. They are primary-care physicians, share offices and exchange opinions regarding medical problems.

Dr. Steinbaum said that she is one of the few women physicians in the Carmel area and that about 80 percent of her patients are women. She also sees male patients and children.

"Although I practice internal medicine, many of my female patients have gynecological problems and feel that they can talk more openly about those problems with a female doctor," said Dr. Steinbaum. "If male patients are uncomfortable with me then they can see Dr. Erickson. We often see members of complete families, so the patients usually know both of us."

Does working with her husband create family problems?

"We work unusually well together," she replied. "But like any man and wife we have our disagreements. Those problems are usually minor, dealing with little personal things or running the office. Medicine and helping people is something we very much agree on."

Dr. Steinbaum's many hobbies include tennis, reading in French, gourmet cooking and sewing clothes for herself and the children.

"I love to cook French dishes, but when it comes to barbecues or good old-fashioned American cooking I turn the kitchen over to David," she said, adding that "he's a great

French toast man!"

Dr. Erickson enjoys carpentry and gardening and recently added two rooms to their Carmel Valley home.

As a couple, the Ericksons work and play well together. They take yearly vacations and enjoy skiing, hiking and camping.

Having children is very important to Dr. Steinbaum. She said that having a family and a full-time medical practice is not for every woman, but does work well for her.

"I have a very understanding husband and am lucky enough to have household help," said Dr. Steinbaum. "When Jonathan is a bit older I'll return to work part time, and then in a few more months, I'll be back full time."

Does she have any future plans regarding her medical practice?

"Well maybe," she said with a laugh. "Right now I have my hands full, but then, when the kids are grown — who knows. I may go back and specialize in gynecology. There's time — and right now I couldn't be happier."

Dr. Steinbaum received her board certification in internal medicine in 1977. She is a member of the American College of Physicians and the American Society of Internal Medicine.

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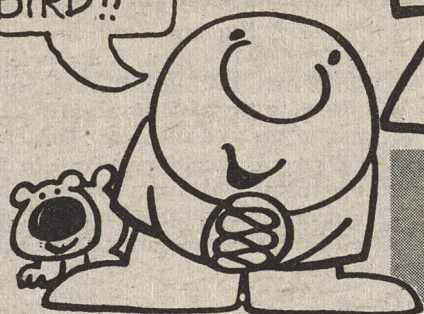
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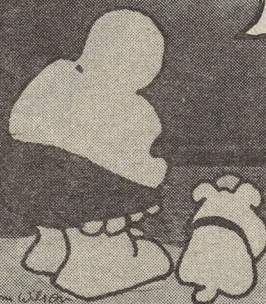
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Carmel's merchants are pretty close to Paradise

By JOANNE HODGEN

DESPITE SOARING INFLATION and gloomy economic forecasts for the nation, merchants in Carmel-by-the-Sea are keeping their noses above water — but just barely.

Sales volume advanced 12 percent from February to July, but inflation at about 15 percent stole all gains and left Carmel merchants about 3 percent in the hole.

Lee Chamberlin, executive secretary of the Carmel Business Association, said that merchants have indicated that business is generally up this summer.

"I hear 17 percent a lot," she said.

However, figures for Monterey County were not as encouraging.

Burke Pease of the Monterey Peninsula Chamber of Commerce said that the occupancy rate of motels during June, July and August remained the same as last year. He said the summer is always the healthiest period for the area.

A letter to the Carmel City Council from the Chamber of Commerce indicated that the Monterey Peninsula has "experienced a 10 percent to 15 percent decline in tourism since the end of September 1979" during the off-season.

Despite a shaky gain for Carmel in the face of inflation, some merchants expressed optimism.

Stephen Jacobs, part-owner of Carmel Plaza, said, "If Carmel is suffering, it's a tweak next to the rest of the country."

"While sales now are nothing to write home about, they are constant" from one year to the next.

business

According to the *Statistical Review of the Monterey Peninsula*, sales in Carmel-by-the-Sea increased by 7 percent from 1978 to 1979, rising from \$70.9 million to \$76.05 million. Sales rose by 9 percent from 1977 to 1978, increasing to \$70.9 million from \$63.57 million.

For fiscal 1980-81, the City of Carmel has projected \$95 million in sales. (The fiscal year is from July 1 to June 30.) Fiscal 1979-80 realized \$90.3 million in sales, according to city figures.

BUT THE PROFIT merchants gain is determined by their expertise, according to Jacobs. Retailers are generally more sophisticated today in Carmel, he said, adding that marginal businessmen cannot succeed because of high rents and continuing inflation.

Jacobs said that sales overall are up from last year at Carmel Plaza. Shops recorded an average 15 percent gain in the first six months of 1980, Jacobs estimated.

He said stores selling expensive items are recording a greater increase than other shops, though Carmel Plaza generally reports a higher yearly sales gain than the rest of Carmel.

Maggie Hays, manager of Carmel Plaza, said, "Let's face it, we're in a tail end of inflation. If you're keeping up with inflation, showing any profit and coming out ahead, you're doing pretty good."

Dick Bruhn, part-owner of Dick Bruhn men's store and M'Lady Bruhn on Ocean Avenue, said his business is excellent and above the inflation rate.

He said that though his Carmel stores have recorded a gain, other Bruhn stores are feeling the pinch of inflation.

"It indicates to me that the City Council and Planning Commission have done a beautiful job over the years of

making Carmel a nice place to go," he said.

Dansk II, a shop that sells kitchen giftware, is up about 30 percent from 1979, according to assistant manager Camille Petit. She attributed a portion of the upswing to the severe gas crunch last year which reduced tourism.

Foot traffic apparently increased, she said, because volume sales have risen. Visitors do not seem to discriminate between inexpensive and expensive items, she said.

HOWEVER, MICHELL MACHETTE, part-owner of the Cookie Place on Ocean Avenue, said that foot traffic "is probably down for us. I don't think we're meeting inflation."

She said, "In general tourism is down a little this year."

"THIS IS the biggest August in history in Carmel," said Gasper Cardinale, owner of Village Shoe Tree and Cardinale's Fine Shoes.

"Carmel is one of the bright spots in the nation."

"The other areas on the Peninsula don't have the attraction Carmel does because of Carmel's uniqueness," he said. "I think it's a big feather in the cap of people who run the government."

"It's a little better fortified than principalities dependent on wage-earner dollars," he noted.

He also said that merchandise here is generally of a higher caliber than other areas and customers are treated with courtesy.

The owner of two high volume gift shops on Ocean Avenue, who asked not to be named, said, "We're substantially above last year's figures."

He said that inflation has not touched Carmel. "Carmel is 98 percent to 99 percent employed. We haven't had one (a recession) around here."

"If you give the people what they want, they buy."

Darryl Arrington, director of Gallery Americana, said that though foot traffic has decreased, the gallery is substantially ahead of last year.

"I believe that major Carmel galleries are doing as well or better than last year," he said, adding that smaller businesses are suffering.

"I talked to a couple of smaller galleries earlier in the year and they said this was the most difficult year they've ever seen," he recalled.

He attributed the success of the gallery to being in Carmel. "No major gallery in Carmel would do as well in other areas of the Monterey Peninsula," he said.

THE CITY'S ECONOMIC HEALTH can also be measured by the occupancy rate of local motels.

According to Mrs. Chamberlin, the occupancy rate is about 97 percent.

Carmel has 915 of the approximately 6,000 rooms on the Monterey Peninsula.

The City of Carmel is dependent on revenue generated by the hostelry and sales tax for half of its budget. This year, \$1.9 million in revenue is projected to fill the city's coffers and meet part of the \$3.8 million city budget.

However, according to Pease of the Chamber of Commerce, the rooms within the city limits cannot provide sufficient support for retail shops and restaurants and bars. If tourism drops in Monterey during the off-season, it will affect Carmel, he said.

THERE WERE 812 business licenses in Carmel as of April 15, which include apartment complexes, utilities and other non-retail businesses.

According to city records, there are licenses for 84 apparel and accessory stores, 72 galleries, 66 restaurants, 59 gifts and souvenir shops, and 40 jewelry stores, as well as 40 real estate offices, 39 hair salons and 13 sports, toys and hobby shops.

According to the *Statistical Review*, in 1979 taxable sales based on constant 1976 dollars declined from \$61.2 million to \$59.3 million in Carmel. (Constant dollars were compiled using the Consumer Price Index.)

Carmel Plaza's Jacobs said that according to his figures, Carmel is still 51 percent ahead of inflation during a six-year period. Sales have doubled since 1974, he said.

"It's been such a paradise for merchants, as soon as there's a little ripple they bust a gut."

Fire near Mission is called arson

AN ACRE of Mission Trail Park burned Thursday, Sept. 18, after two young boys set fire to the area, according to a spokesman for the Carmel Fire Department.

The brush fire was reported off Rio Road across from the Carmel Mission at 3:10 p.m. by an employee of the Carmel Mission gift shop, the spokesman said.

The department responded with 21 personnel and eight

vehicles. The state Department of Forestry was at the scene in case assistance was needed.

The spokesman said that the youths' ages were estimated at 9 or 10. They left the scene of the fire before the department arrived, according to the spokesman.

Assistant Fire Chief Vern Allred said there was no monetary damage. Only vegetation burned, he said.

He said it was the first major brush fire of the year.

"There were none last year," he said.

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Calendar

Thursday/25

Studio Theater: *Catch Me If You Can*, presented at 8:30 p.m., dinner at 7 p.m. Dolores Avenue between Ocean and Seventh, Carmel. Reservations: 624-1661.

Wharf Theater: Neil Simon's *Gingerbread Lady* 8:30 p.m.; Fisherman's Wharf, Monterey. Tickets \$6 and \$8. Details: 372-2882.

Carmel Music Society: violinist Shlomo Mintz will perform; 8 p.m.; Sunset Center Theater, Ninth and San Carlos, Carmel. Season tickets \$34, \$30 and \$25. Single tickets \$8.50, \$7.50, \$6.25; available at Bartlett Music, Carmel; Card Cove, Monterey; Lily Walker Music, Pacific Grove; or Sunset Center. Everyone welcome. Details: 624-2085.

American Cetacean Society meeting: at 7:30 p.m., at Hopkins' Marine Station, Monterey Boat Works building, Cabrillo Point, Pacific Grove. Slide presentation of new Monterey Bay Aquarium by Dr. Steve Webster. Admission free. Details: 373-0402.

Alpha Omicron Pi Alumnae Chapter of Monterey County: luncheon and meeting; noon, Country Club Drive and Terrace Way, Carmel Valley. All local members invited. Details: 624-1276.

Mid-Coast Health Systems Agency: plan implementation committee meeting at 7:00 p.m. at Salinas Valley Memorial Hospital Cafeteria, 450 East Romie Lane, Salinas. Tour of hospital at 6:30 p.m. precedes meeting. Details: 1-757-2044.

Parents Without Partners orientation meeting: 7:30 p.m., 1705 Mescal St., Seaside. Details: 394-8333.

Defensive Driving Course: 1-4 p.m., Del Mesa Carmel, Del Mesa Drive and Carmel Valley Road, Carmel. Sponsored by American Association of Retired Persons and National Retired Teachers Association. Admission \$3 members of sponsoring organizations, \$5 non-members. Everyone welcome. Details: 659-2172.

Friday/26

Wharf Theater: Neil Simon's *Gingerbread Lady* 8:30 p.m.; Fisherman's Wharf, Monterey. Tickets \$6 and \$8. Details: 372-2882.

Studio Theater: *Catch Me If You Can*, presented at 8:30 p.m., dinner at 7 p.m. Dolores Street between Ocean and Seventh. Reservations: 624-1661.

California's First Theatre: *Hand of the Law*, a 19th century melodrama; 8:30 p.m. at Scott and Pacific streets, Monterey. Reservations: 375-4916 after 1 p.m. Wednesday through Sunday.

Singles Together: a discussion group of *Alternatives to the Barroom Scene* at 7:30 p.m. at the Unitarian Church, Carmel Hill at Route 1 and Agujito Road, Carmel. Admission is \$3. Details: 649-1523.

Chamber Theatre of Monterey Peninsula College: production of Thurber's *Mr. Preble Gets Rid of His Wife, The Machine, The Chaser*, and *A Piece of Red Calico*; 8:30 p.m., SRO Theater, Monterey Peninsula College, 980 Fremont St., Monterey. Tickets \$2 general, \$1.50 students, military, seniors. Everyone welcome. Details: 646-4213.

Monterey Peninsula College Knowledge Update Series: MPC instructor Munir Khalidy will lecture on *Observations on the Current Status of the Middle East*; 1:30 p.m., room A-9, Art Building, Monterey Peninsula College, 980 Fremont St., Monterey. Admission free; everyone welcome. Details: 646-4063.

Saturday/27

Wharf Theater: Neil Simon's *Gingerbread Lady* 8:30 p.m.; Fisherman's Wharf, Monterey. Tickets \$6 and \$8. Details: 372-2882.

Studio Theater: *Catch Me If You Can*, presented at 8:30 p.m., dinner at 7 p.m. Dolores Street between Ocean and Seventh. Reservations: 624-1661.

California's First Theatre: *Hand of the Law*, a 19th century melodrama; 8:30 p.m. at Scott and Pacific streets, Monterey. Reservations: 375-4916 after 1 p.m., Wednesday through Sunday.

Monterey Peninsula Dance Theater: performance, 8 p.m. at Sherwood Hall, Salinas. Admission \$3.50 general, \$2.50 seniors and students. Details 375-6240 or 649-6267.

Piano recital: Lyn Bronson, president of Monterey Branch of Music Teacher's Association will perform; 8 p.m., Sunset Center, Ninth and San Carlos, Carmel. Tickets \$4 adults, \$2 students, tax deductible, available at box office the evening of performance. Proceeds benefit Music Teacher's Association Scholarship Fund. Details: 372-5893 or 646-0784.

Autograph Party: Tom Wilson, creator of Ziggy comic strip, will sign copies of his new Ziggy book, *Encore! Encore!!*; 2-4 p.m.; Thunderbird Bookshop, The Barnyard, Highway 1 and Rio Road, Carmel. Wine and cheese will be served. Informal atmosphere, everyone welcome. Details: 624-0435.

Cartoon Festival Dinner: 80-100 cartoonists will gather, no-host cocktails 6 p.m., \$15 buffet dinner 7 p.m. Everyone welcome. La Playa Hotel, Eighth Avenue and Camino Real, Carmel. Reservations: 624-0435.

Quilt Show: 5th annual Pacific Grove show; 10 a.m. to 5 p.m.; Chautauqua Hall, 16th and Central Ave., Pacific Grove. Admission \$2, \$1.50 seniors. Sponsored by Pacific Grove Heritage Society and Monterey Peninsula Quilters Guild. Details: 373-5389.

Gem and Mineral Show: 21st annual show sponsored by Carmel Valley Gem and Mineral Society; 10 a.m.; Monterey County Fairgrounds, Fairgrounds and Garden roads, Monterey. Snack bar will be open. Admission \$1, children attending for educational purposes free when supervised by one adult for every five children. Details: 372-5863.

State Bar of California Luncheon: Vincent Bugliosi, prosecuting attorney in the Charles Man-

son case, will speak, noon, Doubletree Inn, 2 Portola Plaza, Fisherman's Wharf, Monterey. Tickets \$17.50, available Friday, Sept. 26 from 8 a.m. to 6 p.m. at ticket sales booth, De Anza Foyer, Doubletree Inn, 2 Portola Plaza, Monterey. Details: 1-415-561-8280.

University For Man Registration: 9 a.m. to 1 p.m., Monterey Peninsula College Student Center, 980 Fremont St., Monterey. Classes are free; everyone welcome. Details: 646-4063.

Tennis Tournament: Friends of Monterey Institute of International Studies round robin, mixed double tourney to benefit the Friends Scholarship Fund; tennis 3:30 p.m.; dinner 8 p.m.; Carmel Valley Ranch, Robinson Canyon Road, Carmel Valley. Cocktails and barbecue dinner, 8 p.m. Admission: tennis and dinner, \$25, dinner alone \$12.50. Details: 624-7798.

All Saints' Episcopal Church Book Fair: 9 a.m. to 3 p.m., parish hall; Lincoln and Ninth, Carmel. Sponsored by Library Guild. Books, magazines, recordings, posters, prints and more. Details: 624-2536.

York School Anniversary Celebration: 21st anniversary; 4 p.m., school library, followed by school family barbecue, 5 p.m.; The York School, 9501 Salinas Highway at York Road, Monterey. Details: 372-7338.

Chautauqua Hall Ballroom Dancing: 8 to 11 p.m.; three piece band; 16th and Central, Pacific Grove. Admission \$2. Details: 372-1442.

Monterey Peninsula College Film Gallery: *Dead Reckoning* will be screened; 8 p.m., Monterey Peninsula College Theater, 980 Fremont St., Monterey. Admission \$2; everyone welcome. Details: 646-4063.

Chamber Theatre of Monterey Peninsula College: production of Thurber's *Mr. Preble Gets Rid of His Wife, The Machine, The Chaser*, and *A Piece of Red Calico*; 8:30 p.m., SRO Theater, Monterey Peninsula College, 980 Fremont St., Monterey. Tickets \$2 general, \$1.50 students, military, seniors. Everyone welcome. Details: 646-4213.

Carmel Business Association Barbecue: 6:30 p.m., Hidden Valley, Carmel Valley and Ford roads, Carmel Valley. Steak dinner, no-host bar, dancing. \$12.50 at the door. Details: 624-2522.

Sunday/28

Wharf Theater: performance of Neil Simon's *Gingerbread Lady*, 8 p.m.; Fisherman's Wharf, Monterey. Tickets \$6 and \$8. Details: 372-2882.

Fiesta de San Carlos Borromeo: 11 a.m. to 5 p.m., mass at 11 a.m., barbecue at noon, Mariachi and Flamenco entertainment all day; food; craft show. Honors founding of mission and patron saint. Admission free; everyone welcome. Details: 624-7473.

Studio Theater: *Catch Me If You Can*, presented at 7:30 p.m., dinner at 6 p.m. Dolores Street between Ocean and Seventh. Reservations: 624-1661.

Quilt Show: 5th annual Pacific Grove show; 10 a.m. to 5 p.m.; Chautauqua Hall, 16th and Central Ave., Pacific Grove. Admission \$2, \$1.50 seniors. Sponsored by Pacific Grove Heritage Society and Monterey Peninsula Quilters Guild. Details: 373-5389.

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All Saints' Episcopal Church Book Fair: 11:30 a.m. to 3 p.m., parish hall, Lincoln and Ninth, Carmel. Sponsored by Library Guild. Books, magazines, recordings, posters, prints and more. Details: 624-2536.

State Bar of California Luncheon: Dick Gregory, entertainer and activist, will speak, noon, Holiday Inn, Highway 1 and Del Rey Oaks exit, Monterey. Tickets \$25, available Friday, Sept. 26 from 8 a.m. to 6 p.m. at ticket sales booth, De Anza Foyer, Doubletree Inn, 2 Portola Plaza, Monterey. Details 1-415-561-8280.

State Bar of California Luncheon: Ralph Nader, consumer activist, will speak, noon, Doubletree Inn, 2 Portola Plaza, Fisherman's Wharf, Monterey. Tickets \$17.50, available Friday, Sept. 26 from 8 a.m. to 6 p.m. at ticket sales booth; De Anza Foyer, Doubletree Inn, 2 Portola Plaza, Monterey. Details: 1-415-561-8280.

Monday/29

Weekly Adolescent Therapy Group: 4-6 p.m., at the Family Service Agency, 1030 Cass St., Monterey. Designed especially for teenagers from 14 to 18, will focus on parent-teen emotional separation, and building a positive self-image. \$10 per session. Pre-registration necessary. Details: 373-4421.

Backgammon tourney: game enthusiasts are welcome to compete; 6-10 p.m. at The Creamery, 13 W. Carmel Valley Road, Carmel Valley Village. Entry fee, \$5. Refreshments available. Details: 659-3341.

Tuesday/30

Monterey Peninsula Unified School District: Community information meeting: 7:30 p.m., 1720 Yosemite St., Seaside. Details: 649-7413.

International Folk Dancing: Sandpipers Group meets 8-10 p.m.; Carmel High School cafeteria, Highway 1 and Ocean Avenue, Carmel. Singles, seniors, beginners welcome. Admission \$1.50. Details: 372-3606.

Pre-school Story Time: 10:45-11:45 a.m., Carmel Valley Library, 65 W. Carmel Valley Road, Carmel Valley. 20 names will be taken for each session. To register, phone 659-2377.



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The Chamber Music Society of the Monterey Peninsula

Proudly Presents Its

1980-1981 Season

of

Six Delightful Concerts

TOKYO STRING QUARTET "firmly ensconced as one of the leading quartets in the international scene today" KO-KELA PIANO QUARTET "The playing was consistently alert, polished, enthusiastically youthful, and exceptional in every way." SERAPHIM TRIO A piano trio of three noted soloists who "have integrated their individual artistic personalities into an intimate ensemble whose performances are splendid." FRESH STRING QUARTET "The first thing that strikes you is the glowing warmth of their sound." ENSEMBLE AWARD CONCERT Presenting the winners of the ensemble competition selected by a panel of distinguished judges. "... should not be missed!" LONDON EARLY MUSIC GROUP "one of the finest traveling consorts since the golden days of the New York Pro Musica"	MONDAY, OCTOBER 6, 1980 NEW YORK WEDNESDAY, NOVEMBER 5, 1980 LOS ANGELES TIMES THURSDAY, JANUARY 22, 1981 NEW YORK SUNDAY, FEBRUARY 8, 1981 THE POST, WASHINGTON, D.C. SUNDAY AFTERNOON, APRIL 5, 1981 THURSDAY, APRIL 30, 1981 NEW YORK
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CONCERTS AT SUNSET AUDITORIUM, CARMEL 8:00 P.M.

Categories of Membership

BENEFACTOR (with Four Memberships)	\$ 100.00
PATRON (with Three Memberships)	75.00
SPONSOR (with Two Memberships)	50.00
SINGLE MEMBERSHIP	18.00
STUDENT OR ENLISTED MILITARY	10.00

Single concert admissions \$4.50 Students and Enlisted \$2.50
For additional information, please phone 624-2993

MEMBERSHIP FORM

CHAMBER MUSIC SOCIETY, Box 6283, CARMEL, CA 93921

Name (As you wish to be listed)

Address City

Telephone Number Category of Membership

☐ Renewal ☐ New Total Amount Enclosed

Date



M.A. "SKIP" MARQUARD, director of the Don Lucas Ford Hospice Race, points out the race course to committee Michael Tancredi (left), Mrs. Anna Rheim and Sharon Tancredi, all of Carmel Valley, and

Haywood Norton of Monterey. A special "pre-race" event was held Sunday, September 14, and the director won the event in a time of 37 minutes, 40 seconds. Everyone is invited to enter.

3rd annual Hospice race scheduled Sunday morning

The third annual Run for the Hospice, a 6.22 mile foot race to benefit the Hospice of the Monterey Peninsula, will attract 2,500 avid runners Sunday, Sept. 28 on a course that will stretch from Monterey to Pacific Grove.

Sponsored by Don Lucas Ford of Monterey, the race last year attracted 2,000 runners who dashed from Custom House Plaza along Cannery Row to Lover's Point before making the return trek. Joggers this year will depart from the Plaza at 10 a.m. and run the same course.

Participants will compete in 14 categories on the basis of age and gender. The oldest entry to date is Dr. Paul Spangler, the 81-year-old retired surgeon from San Luis Obispo, who ran in the first Hospice race in 1979.

Entry fee is \$4 for those who pre-register and \$5 for those who sign up the morning of the race. Race day registration will begin at 8 a.m.

Participants may also order T-shirts featuring the new race logo for \$3.50 or purchase from a limited supply of T-shirts on race day for \$5.

All proceeds from the race and T-shirt sales will be turned over to the Hospice of the Monterey Peninsula, an organization

developed because of the needs of cancer patients and others with life-threatening illnesses. A caring support system, available from the moment of diagnosis through hospitalization, surgery, treatment, adjustment, recovery or eventual death was desperately needed, and Hospice was developed for this purpose in 1976. The project is funded by grants from CETA, the American Cancer Society, Macomber Legacy and memorial and private donations.

Over 80 Olympic style medals with neck ribbons will be awarded to winners in the 14 categories and medals will be awarded to the two highest finishing club teams. Medals and plaques are being awarded to the two top Fire Department teams out of the six teams entered from Monterey Peninsula Departments. Special competition awards are also being awarded to doctor-lawyer teams.

A band will provide entertainment after the race, and refreshments will be served before and after the race.

Everyone is welcome to participate. Entry forms may be obtained at sporting goods stores and running shoe outlets throughout the Peninsula or by calling Skip Marquard at 659-2267.

CHAMBER MUSIC SOCIETY OF THE MONTEREY PENINSULA



presents
The TOKYO STRING QUARTET
Monday, October 6
at 8:00 p.m.

SUNSET CENTER AUDITORIUM
Tickets at the Box Office - \$4.50
Students and Enlisted - \$2.50

Public Notices

NOTICE OF PUBLIC HEARING (UPPER CARMEL VALLEY AREA)

NOTICE IS HEREBY GIVEN that the Zoning Administrator of the County of Monterey, State of California, will hold a public hearing on the application of CHARLES BOSSO (ZA-4227) for a Use Permit in accordance with Section 32 of Ordinance No. 911, the Zoning Ordinance of the County of Monterey, which would allow an addition to height requirements, located on Sub C of Lot 3 of Parcel 4, Loma Encantadora Subdivision, Upper Carmel Valley area, fronting on and southerly of Via Milpitas.

NOTICE IS HEREBY FURTHER GIVEN that said hearing will be held on the following date: October 9, 1980 at the hour of 1:45 p.m. in the Supervisors' Chambers, Courthouse, Salinas, California, at which time and place any and all interested persons may appear and be heard thereon.

ROBERT SLIMMON, JR.
Zoning Administrator

For Additional Information Contact: Monterey County Planning Department, Courthouse, Salinas, Phone 422-9018.
Date of Publication: Sept. 25, 1980 (CVO 958)

FICTITIOUS BUSINESS NAME STATEMENT

The following persons are doing business as: V.V.S.S. CONSTRUCTION CO., 300 West Carmel Valley Rd., Carmel Valley, 93924.

Roger D. Williams Sr., 300 West Carmel Valley Rd., Carmel Valley, 93924.

Josephine H. Williams, 300 West Carmel Valley Rd., Carmel Valley, 93924.

This business is conducted by a general partnership.

ROGER D. WILLIAMS SR.
This statement was filed with the County Clerk of Monterey County on Aug. 25, 1980.

ERNEST A. MAGGINI
County Clerk

Date of Publication: Sept. 4, 11, 18, 25, 1980 (CVO 865)

Public Notices

FICTITIOUS BUSINESS NAME STATEMENT

The following person is doing business as: Sculptures by SIRO — SIRO COMPANY, 216 Vista Verde, Carmel Valley, CA, 93924.

HARVEY M. SHAPIRO, 216 Vista Verde, Carmel Valley, CA, 93924.

This business is conducted by an individual.

HARVEY M. SHAPIRO
This statement was filed with the County Clerk of Monterey County on Aug. 26, 1980.

ERNEST A. MAGGINI
County Clerk

Date of Publication: Sept. 11, 18, 25, Oct. 2, 1980 (CVO950)

NOTICE OF PUBLIC HEARING ON PROPOSED AMENDMENT TO THE ZONING ORDINANCE NO. 911, UPPER CARMEL VALLEY AREA

NOTICE IS HEREBY GIVEN that the Monterey County Planning Commission, after following the procedure specified by law, has recommended to the Board of Supervisors of the County of Monterey the adoption of an amendment to Sections 10-7J and 10-7K of Ordinance No. 911, being the Zoning Ordinance of said County, which would reclassify certain property located on a portion of Lots 1A and 1B, Los Laureles Rancho, Upper Carmel Valley area, fronting on Laureles

Grade Road and Carmel Valley Road, from a "SC-1-G-J" District to a "SC-B-6-J" and "O-D" District to allow a residential subdivision of 13 lots (RANCHO DEL SOL SUBDIVISION PC-3861).

NOTICE IS FURTHER GIVEN that the said Board of Supervisors has set Tuesday, the 7th day of October, 1980, at 11:00 o'clock a.m. at the Chambers of said Board in the Courthouse, Salinas, California, as the time and place all persons interested therein may appear and be heard thereon.

ERNEST A. MAGGINI,
Clerk

Date of Publication: Sept. 25, 1980 (CVO 955)

Rendez-vous Café & Bakery

Now By Popular Demand
EARLY RENDEZ-VOUS DINNER
served from 4 - 6 p.m., Monday thru Friday

Breakfast & Lunch served all day
Imported beers & wines
All cakes & bakery products prepared on premises

NEW HOURS
Mon.-Fri. 8 a.m.-6 p.m., Sat. 9 a.m.-5 p.m.
CLOSED SUNDAY

Private Parties by arrangement after 6:30
Please call 625-5580 for information
26382 Carmel Rancho Lane • Carmel
(next to Stanley Appliances in Carmel Rancho Center)

FROM WASHINGTON, D.C.

At Monterey Peninsula College Gymnasium
WEDNESDAY, OCTOBER 15, 1980

Sponsored by Monterey County Symphony Guild

Order Tickets Now!!!
2 Performances on October 15

☐ Afternoon 1:30 o'clock Adults \$2.00 Full time students \$1.00
☐ Evening 8:00 o'clock Adults \$4.00 Full time students \$2.00

Name _____ Address _____
City _____ State _____ Zip _____ Phone _____

Number of tickets _____ Amount enclosed _____ Enclose stamped, self-addressed envelope.

Mail to: **MARINE BAND, P.O. BOX 5626, CARMEL, CA 93924**

OR

AT BOX OFFICE DAY OF THE PERFORMANCE

United States

MARINE BAND

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Our Special Gift For You!

How time flies when you're having fun! And FUN is what we have had during our first 6 months at The Shoe Box. For this we thank you, our friends and customers, and would like to show our appreciation with a special gift for each of you!

Here's your
\$5.00
CERTIFICATE!

NAME _____

ADDRESS _____

This coupon is good through October 31, 1980 on any purchase of \$25 or more.

NOTE: PLEASE, ONLY 1 COUPON FOR EACH PURCHASE.

CVO

ZIP

We thank you, one & all for your continued friendship, patronage and support.

Wes & Uta Stoddard

Please fill out your certificate and bring it in today—we'd love to say "Hi!"

Wes and Uta Stoddard's
THE SHOE BOX
SPECIALTY AND DESIGNER SPORTSHOP
Dolores & Ocean • Carmel-by-the-Sea
Open 9-9 Sunday 10-5 • 624-6813

Carmel Mission Fiesta — fun for the whole family

The spirit of Mexico will pulse through the Carmel Mission Sunday, Sept. 28 at the Fiesta de San Carlos Borromeo. Admission is free and everyone is welcome to attend.

A gathering of 3,000 is expected this year for one of Carmel's most exciting and popular events, the annual fiesta that pays tribute to the patron saint of the basilica and to Franciscan padre Junipero Serra, the man who founded the mission in 1771.

As in the past, the event will present lively mariachi bands, Spanish dancers, games and prizes. Entertainers this year include *El Mariachi Mixtlan*, a group of musicians from all over the Monterey Bay.

Senorita Anita O'Hearn, contemporary Spanish singer and guitarist, Flamenco dancers Paula Reyes and Ricardo Cazador, marimba players Bruce and Judy Cowen, and Flamenco guitarist Peter Evans are scheduled to perform.

Local artists and craftsmen, 58 strong, will show wares such as macrame, wood burrow clocks, paintings, and jewelry in the covered corridor of the mission.

A much-loved part of the fiesta will be missed as Pancho, the famous and friendly donkey who gave rides to children and pulled the wine cart, passed away this year. Another donkey has been offered, but it was generally agreed that the great Pancho couldn't be replaced, at least this year.

The fiesta chicken barbecue will be served at noon for \$4.50. Tacos and burritos will be there for tasting all day long, and hotdogs, popcorn, and cotton candy will be sold for those who prefer American style. Beer, wine and soft drinks are offered and proceeds go to refurbish the mission and school and play area.

A fish pond booth for children, a cake walk, and bingo will be included in the entertainment.

The fiesta has been celebrated since the founding of the mission, even during the years when the basilica was abandoned.

The mission is located on Rio Road in Carmel. Free parking is available adjacent to the mission on the ball field off Rio Road. For further information, phone 624-7473.

Hidden Valley Dance Program expanded this year

Hidden Valley's Dance Program is being expanded this year, with the addition of new faculty and classes.

Classes begin the week of October 6, with a pre-enrollment week scheduled for Monday, Sept. 29

through October 3 from 3-4 p.m. at Hidden Valley. Enrollment by mail is also possible. Hidden Valley is

located at Carmel Valley and Ford roads, Carmel Valley. For information phone Meryl Robertson at 659-3115.

NOW OPEN IN CARMEL!

*A complete visitor information service
to provide
Everything you need to know about Carmel
and the Monterey Peninsula*

MAPS, GUIDES, BROCHURES, BOOKS — information about what's happening, where and when — and how to get there, all conveniently arranged with the tourist in mind.

LODGING INFORMATION — designed to help you find a room when there aren't supposed to be any available — plus rates and features of Monterey Peninsula hotels and motels.

DINING INFORMATION about *every restaurant* in the area — type of food, hours, prices, credit cards accepted and MORE!

EVENTS — from Bach to Jazz Festival, sports car races, parades and fiestas, horse shows, sailing regattas — the beautiful Monterey Peninsula has it all, and we'll tell you all about it.

SIGHTSEEING is a must! We'll tell you how to find the most beautiful places on foot, by auto, by limousine or mini-bus.

SHOPPING is fabulous on the Monterey Peninsula. We can tell you where to find everything from sea shells to toy sea otters, from designer apparel to decorator items.

PLUS EXTENSIVE INFORMATION on the more than 75 art galleries in town!

*Make the most of your vacation
phone or visit the*
**TOURIST
INFORMATION CENTER**

Ocean Avenue at Mission, Carmel • above Mediterranean Market
(408) 624-1711 P.O. Box 7430, Carmel, CA 93921

Public Notices

NOTICE OF PUBLIC HEARING (CACHAGUA AREA)

NOTICE IS HEREBY GIVEN that the Zoning Administrator of the County of Monterey, State of California, will hold a public hearing on the application of BRAD TOMASINI (ZA-4248) (RENEWAL) for a Use Permit in accordance with Section 32 of Ordinance No. 911, the Zoning Ordinance of the County of Monterey, which would allow a mobile home renewal, located on portion of Section 32, Township 17 South, Range 3 East, Cachagua area, fronting on and northerly of Cachagua Road.

NOTICE IS HEREBY FURTHER GIVEN that said hearing will be held on the following date: October 9, 1980 at the hour of 2:15 p.m. in the Supervisors' Chambers, Courthouse, Salinas, California, at which time and place any and all interested persons may appear and be heard thereon.

ROBERT SLIMMON, JR.
Zoning Administrator

For Additional Information Contact: Monterey County Planning Department, Courthouse, Salinas, Phone 422-9018.

Date of Publication: Sept. 25, 1980 (CVO 957)

NOTICE OF DEATH OF HAZEL LAND SCOTT AND OF PETITION TO ADMINISTER ESTATE

To all heirs, beneficiaries,

creditors, contingent creditors and persons who may be otherwise interested in the will or estate of: Hazel Land Scott.

A petition has been filed by GEORGE BRADLEY LAND III in the Superior Court of Monterey County requesting that George Bradley Land II be appointed as personal representative to administer the estate of the decedent.

A hearing on the petition will be held on October 24, 1980.

IF YOU OBJECT to the granting of the petition, you should either appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.

IF YOU ARE A CREDITOR or a contingent creditor of the deceased, you must file your claim with the court or present it to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in section 700 of the California Probate Code. The time for filing claims will not expire prior to four months from the date of the hearing noticed above.

YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file a request with the court to receive special notice of the filing of the inventory of estate assets and of the petitions, accounts and reports described in section 1200 of the California Probate Code.

Attorney for petitioners: GARRETT RIEGG
Attorney for Petitioner
1330 Broadway, Suite 1749
Oakland, CA 94612
Attorney for Petitioner

Date of Publication: Sept. 25, Oct. 2, 9, 1980 (CVO 956)

Tennis tournament

The Monterey Institute of International Studies Mixed Doubles Tennis Tournament will be Saturday, Sept. 27 at 3:30 p.m. at Carmel Valley Ranch, Robinson Canyon Road, Carmel Valley.

Proceeds will benefit the Friends of Monterey Institute of International Studies Scholarship Fund.

Cocktails and a barbecue dinner at 8 p.m. will follow round robin play. Also on the agenda is a professional exhibition match. Raffle prizes and court winner prizes will be given.

A donation of \$25 is requested for tennis and dinner, and the admission for dinner alone is \$12.50.

For further information, phone 624-7798.

Driving course

A course in defensive driving will be presented Wednesday and Thursday, Oct. 1-2 from 1 to 4 p.m. at Del Mesa Carmel, Del Mesa Drive and Carmel Valley Road, Carmel.

Admission is \$3 for members of sponsoring organizations and \$5 for non-members, to cover the cost of materials prepared by the associations.

Everyone is welcome to attend. For further information, phone 659-2172.



NEW FEATURE-LENGTH COLOR
TRAVEL-ADVENTURE FILM DOCUMENTARY

SPAIN

Produced & Narrated IN PERSON by
THAYER SOULE
Art, History, Grandeur, and the dreams
of the people of today's SPAIN

RESERVED SEATS NOW: \$4.85 at
Macy's, Emporium, Abinante Music,
372-5893

8:15 p.m. THURS. & FRI.
OCT. 9 & 10
**SUNSET AUDITORIUM
CARMEL**



*the working
man's friend.
the housewines
savior!*

Farmer Joe's Produce

SEASIDE 1450 FREMONT
PACIFIC GROVE 126 CENTRAL

Open 7 Days
Seaside: 8-6 pm
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Prices effective:
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Fresh

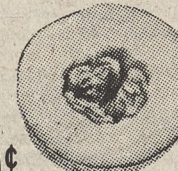
Radishes



9¢ a bunch

Sweet & Juicy

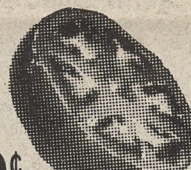
Cantaloupes



19¢ each

Vine Ripe

Tomatoes



19¢ lb.

Garden Fresh

Celery



25¢ a stalk

Nectarines



29¢ lb.

Thompson Seedless

Grapes



39¢ lb.

U.S. #1 Russett

Potatoes



\$1.09 10-lb. bag

Classified advertising

Call 624-0162 to place a low-cost want ad today

Help Wanted

THE THUNDERBIRD Restaurant in The Barnyard has an immediate opening for a reliable, experienced dinner cook. Must have own transportation. Apply in person only, after 2 p.m.

WANTED: enthusiastic woman who likes people for our charming, cheerful boutique in Carmel. Four days per week or full time. Write Box 4932, Carmel, CA 93921.

WANTED: Person in Carmel vicinity to do my ironing. 625-0152 *

TEACHER NEEDED two mornings at nursery school in the Village. 659-2278 or 659-2537.

BOOKKEEPER, full time. Apply Village House Hardware, Carmel Valley Center or call 659-2215.

CARMEL HIGH SCHOOL student wanted to write Padres' sports column for the Pine Cone. Phone managing editor. *

GRAPHISTAMP (art on rubber stamps) needs packing/stocking, assembly work person. \$3.25 per hour. 373-1565.

GARDEN HELPER/general handyman, local man preferred with references. 659-3605.

NURSES VITALLY NEEDED. Volunteer now!! Help with bloodmobiles, community health at Carmel Red Cross, 624-6921, Volunteer.

REAL ESTATE OPPTY — Brokers or Qualified Salesmen: Want a corner on the out of town buyers. Make more money in partnership with the World's Largest. For your free brochure on how being a member of the STROUT REALTY Team can help you write to: Strout Realty, Inc., R.L. Proctor, P.O. Box 60968-D, Sacramento, CA 95860, (916) 481-4973.

Help Wanted

HOUSEKEEPER WANTED — Carmel Valley near Village, 1 day a week, dependable person needed, \$4.50 an hour/ references. 659-4144, evenings.

MOTEL MAID WANTED. Experience preferred, good working conditions. Apply in person or call 659-2328, Hidden Valley Inn, Carmel Valley.

FOOD PREP. PERSON, 11 a.m.-3 p.m., 6 days a week. Must be bondable. Call 659-2774 between 4-6 p.m.

YOU CAN EARN \$200-\$300 per month, part time. If you could use some extra money, and have a little time to spare, call Kirk, 372-8744.

KNOWLEDGEABLE, experienced bookkeeper, references required, willing to work in owner's location. 624-6281 or 625-0245.

Situations Wanted

CRAFT ITEMS WANTED on consignment for Ocean Avenue retail shop. Not to exceed \$50. 625-0434 between 10-5.

PRINTERS/PRINTMAKERS: I would like an apprenticeship with a local printmaker or artist working on an offset press. If you need help call Libby, 624-4806.

COOKING BLAHS? Let me shop, prepare, cook, help you entertain. Miss Kelly 624-8931.

ARTIST wishes to share live-in studio space with other artists in Carmel or Big Sur. Call 625-1997.

COLLEGE GRADUATE—Typing, Social Work, Public Relations Experience. Seeks 9:30-2:30 employment each TUESDAY, WEDNESDAY, THURSDAY. 624-3898.

Personals

CASH — we arrange equity loans on homes and other real estate. Any purpose o.k. Our borrowers are very important people. Call us for quick action and cash! 649-6665, George Jercieh Inc. A California Loan brokerage firm.

HAPPY BIRTHDAY coach, Daddy, Walthour, Love Kathy, Krisi & Bobby.

Personals

\$5,000, \$50,000 OR MORE!! Loans for any purpose, based on the equity in your property, whether paid for or not!! Choice of payment plans to fit most budgets!! Call today — All State Equity Corporation of America. "People helping people." Monterey — 649-0318, Salinas — 757-1048, Watsonville — 724-7527. An R.E. Mortgage Licensed Brokerage Corporation.

"THE DUST is about to settle: your pleasure will soon begin. Come to San Carlos and Seventh, Merv and Matt are moving in." Nielsen Bros. Market, 624-6441, Carmel Insurance Agency, 624-1234.

CASH FOR TRUSTEE notes with due dates of 36 months or less. Immediate service. The Trust Deed Exchange, TDX, Aptos. Agency, call 649-6665.

For Rent

MID-CARMEL VALLEY VILLAGE, two-bedroom, two-baths, \$600/mo. lease. Adults, no pets. Porter Marquard Realty. 659-2267.

CARMEL spacious four-bedroom, two-bath home, walk to beach and town. One-year lease, unfurnished. \$990 per month. 624-6461 or 375-1416. Agent.

FURNISHED SHORT TERM RENTALS — apartments and rooms, monthly or weekly. Cable T.V. and heated pool. Blue Sky Lodge in sunny Carmel Valley. 659-9980.

ON SCENIC DRIVE — unfurnished, two-bedroom house with den. \$850. Village Realty.

RARE, dramatic, architectural showplace one-bedroom townhouse. Oaks, decks, ocean views decorator furnished. \$550 month. For appt. 415-854-5497, 6 p.m.

THREE-BEDRM. house, Pebble Beach, \$1,000 per month. \$500 cleaning deposit. Close to ocean, call 649-3434.

STUDIO APARTMENT on Mission near Fourth for one adult. No dogs, \$245 per month, includes utilities. 624-8422, if no answer 1-427-3881.

CARMEL OCEAN VIEW for lease, one block from beach and views galore. Furnished 2,300 square foot home has three-bedroom, three-bath, liv., din., fireplace, sauna, sunny private patio, Oriental serenity, garage fully equipped. Wells & Bennett Realtors, Carmel, 408-625-3417, eves (408) 625-1247.

THREE-BEDRM., two-bath house in Tierra Grande area, Carmel. Ocean view, fireplace. Children ok. \$985. Call 625-5673 M-F, 9-5.

For Rent

THREE-BEDROOM, two-bath house in Tierra Grande area, Carmel. Ocean view, fireplace. Children OK. \$985. Call 625-5673 M-F, 9-5.

DEL MESA FURNISHED one-bedroom, enclosed sunny patio. 624-6692, \$625 includes utilities.

PEBBLE BEACH, 1,900 square feet, 3 bedroom, 2 baths, mint condition. Fireplace, outside deck, new plush carpeting throughout, \$1,250 per month. 209-826-4716 anytime or 408-625-2200, ask for Jay.

ROOM-PRIVATE ENTRANCE, furnished, utilities paid, non smoker. Available 9/1, \$175. 624-1121 after 5.

LOVELY SECLUDED Carmel Valley home, furnished, 2 bedroom, 3 baths, \$300 per week or \$800 per month. Available now thru Oct. 625-2490 or 659-5146.

CABINS ON RIVER at Millers Lodge on Arroyo Seco, starting at \$250 per month. Call 659-3153 or 1-674-5795.

CARMEL FURNISHED HOUSE—beach, fireplaces, patio, carport. Available Sept. 624-8462, (415) 856-9028.

TO CHRISTIAN WOMAN large partially furnished room with private entrance, bath. Near Barnyard. Call 625-2293.

Vacation Rentals

SHORT-TERM RENTAL. Charming, clean. Fully equipped. Hansen, 373-6245, days.

VACATION RENTALS, property management. Barbara Wer-muth, Carmel Realty Co., 624-6484.

VACATION RENTALS, property management. Lone Miller, San Carlos Agency, Box 4118 or 624-3846.

VACATION RENTALS, property management. Ask for June Poole, Vintage Realty, 624-1444.

Wanted to Rent

STUDIO OR 1 BEDROOM apt/con-do, 3 to 5 weeks starting 9/8. Call 415-474-5463 eves.

LOCAL RESPONSIBLE COUPLE seeks two-bedroom house in Carmel. \$450 maximum. Have references. 375-2526, evenings.

Wanted to Rent

LOCAL COUPLE need unfurnished two-bedrm. house to rent in Carmel area. Reasonable rent important. Responsible private people. 625-0363 or 625-1689.

RESPONSIBLE ADULT male wishes to rent reasonably priced small cottage or apt. with darkroom space in town or the Valley. Kitchen preferred; not necessary. Excellent local references. Call days, Bill, 625-0214.

BY OCT. 1, reliable, employed lady needs guest or small apartment, to \$325 a month. Leave message, Marge, days 625-3600, evenings 375-7160.

YOUNG DOCTOR With wife, new baby need small house in Carmel, \$400/450 per month. 375-9528.

LOCAL BUSINESSWOMAN seeks housing in Carmel by Oct. 5. Will possibly share pay up to \$250. Call 625-3937 or 625-2399, leave message.

SINGLE FATHER —(Professor) requires shared Carmel house, WITH SAME, where two children can occasionally visit. 624-4467.

LOCAL PROFESSIONAL, mature male desires rental/housesitting in Carmel, Monterey area. excellent local references. Please call 373-4421.

TEACHER-WRITER, spouse and small dog seek reasonable vacation rental for six weeks scattered through year. Carmel references. 1-253-8518.

WANTED: SMALL APARTMENT for single, stable, mature executive non-smoker. Like access yard or fireplace. Might share small home Carmel, Carmel Valley or Pacific Grove. Prefer unfurnished. Reasonable cost, long term. P.O. Box 416, Carmel. 649-0588.

Wanted to Rent

CARMEL VALLEY, 1 or 2 bedroom cottage or house. Please call 375-2752. Good references and weekends. *

RESPONSIBLE FAMILY needs three to four bedroom house with garden. The Highlands or Carmel area. Reasonable rent, month of October. Heidi, 624-8140, mornings or evenings.

Housesitting

HOUSESITTING 9/20-12/15. College professor and wife. Have references, will pay rent. 213-421-1903.

IF YOU ARE LOOKING for a quiet, responsible, experienced housesitter for a permanent housesitting/housekeeping position, please give me a call. I have excellent local references, am a non-smoker, and can provide your home with the kind of protection and care it deserves. Prefer Carmel Valley area, but am open to other Peninsula locations. 375-2752.

RESPONSIBLE COUPLE — experienced handyman, attentive housekeeper; gardeners, seek caretaking position. Local references. 659-4382.

TOD COX
Business Broker
625-2654 659-2729

I have out of town buyers waiting for business netting \$25,000 a year and up.

OFFICE SPACE
DOWNTOWN CARMEL
1,000 Sq. Ft. • \$600 Mo.

Six-room office suite plus reception area overlooking Devendorf Park. Excellent condition. Fully carpeted and paneled. Suitable for professional offices or service organization. Lease available.

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Living Rooms

I am not an Interior Decorator.

I will help you select things you need, suggest colors, arrange furniture, display pictures, collections and plants, to individualize your surroundings and utilize your space most effectively.

I am available at your convenience with ideas and suggestions. My charges are \$15.00 per hour with a 2-hour minimum.

I want to work **with** you to have your home work **for** you.

For an appointment call
Babs Marcus 659-2845

Classified Ads

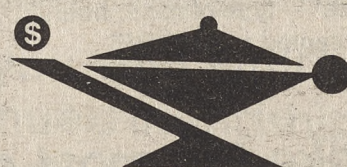
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1 TIME	45¢ WORD
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624-0162

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Real Estate For Sale

CARMEL PRIME building lot on Forest Rd. just off Ocean. 50 x 100. 209-462-3949.

SKYLINE FOREST

Immaculate three-bedrm., two-bath home with large enclosed deck and hot spa. View of mountains and green belt. \$229,500. Open Sundays, 1-4 p.m. 3 Wyndemere Way, C-21 M.H. Wms. Realty. Call Bob Harper, 373-3394 or 624-6364.

HACIENDA CARMEL Units for sale or lease. Call Mrs. Neveau, Agent, 624-1346 or 624-0261.

8 ACRES AND CABIN, 20 minutes east of Carmel Valley Village fronting on Cachagua Rd., with creek, well, electricity, septic and 90% complete cabin. \$75,000. Possible owner financing. 624-7510.

CARMEL HIGHLANDS, beautiful unobstructed views of Carmel Riviera Coast from almost every room. Totally remodeled, 3 bedroom, 2 bath home with extensive decking and hot tub. Only 6 miles south of Carmel. Financing available with \$135,000 down, below current rates, \$295,000. San Carlos Agency, 624-3846, 624-6618.

CARMEL—ON THE BEACH. Beautiful, contemporary home with views from Pebble Beach to Point Lobos. \$775,000. Gary Solomon, Merit-McBride 625-3600.

LOT—Lincoln between Second and Third. Cal-Am water meter. \$125,000. Eves, 415-948-9567, Agent.

CARMEL HIGHLANDS—1 acre just reduced to \$109,000. Located between Highway 1 and San Renro Road at junction of Yankee Point Road. Some Ocean view and lovely pines. Water meter in, approved soil percolation test, and State Highway Encroachment Permit for driveway. Call Karly Kunz Realty, 372-9277.

Real Estate For Sale

RANCHO RIO VISTA family home, 4 bedroom, 2 baths on 1 plus acres. 2,400 square feet, 1 large deck, patios, 2 car garage, 400 square feet of extra storage room. Offered at appraised value, \$280,000 with owner financing. 625-1115.

PEBBLE BEACH 2-story colonial, months old with four bedrooms (including master suite with fireplace and Jacuzzi) 2½ baths, plus many more added features. Best terms. Joe Punzi Real Estate Investment Counselors. 649-4833, 373-4121.

PEBBLE BEACH by owner. Open Sunday, 1-5. Fantastic ocean view from all seven rooms. 3070 Forest Way. 372-0086. \$349,000.

Commercial for Rent

CENTER OF CARMEL — Approximately 1,000 square feet upstairs overlooking Ocean Ave. Stairs, elevator, adjustable space, negotiable rent. Phone 659-2353.

FOR RENT—Office suite. 6 rooms and reception area overlooking Devendorf Plaza. Excellent condition. Carpeted and paneled. Suitable for professional offices, insurance, etc. 3-year lease available. No retail. \$600 mo. Phone 624-0162.

CARMEL OFFICE SPACE for lease. Second floor, 2,000 square feet. 624-2079.

MID VALLEY Shopping Center professional office space. 625-1376.

PRIME LOCATION, Ocean Ave., corner of Dolores, over 10,000 square feet. Lease. Paul Laub, 625-1130.

NOW LEASING future commercial office space adjacent to Barnyard. Broker, 373-3032.

Commercial For Rent

CARMEL VALLEY Village. Approx. 1,100 square feet, second floor office space, available now, \$500 per month with lease. 7 Cities Property Management, 649-6400.

STORAGE SPACES — Commercial or household. 24 hour access. You lock it and keep the key. 8½' x 30' and larger. 22¢ per square foot. Marina Self Storage. 384-6066.

NOW LEASING NEW professional office building in prime location at the mouth of Carmel Valley adjacent to Post Office. Call Broker for information. 373-3032.

Business Opportunities

OWN YOUR OWN Jean Shop; go direct — no middle man, no salesman's fee. Offering all the nationally known brands such as Jordache, Vanderbilt, Calvin Klein, Sedgefield, Levi and over 70 other brands. \$14,500 includes beginning inventory, airfare for one to our national warehouse, training, fixtures and Grand Opening Promotions. Call Mr. Loughlin at Mademoiselle Fashions 612-835-1304.

SIMPLE CARMEL BUSINESS, short hours. Net \$23,000 + \$57,000 + inventory. P.O. Box 7068, Carmel, CA 93921.

LOCAL GEMOLOGIST offers 24% int. to use \$10,000 (18 mos.) to upgrade active & viable, under-capitalized gold-silver brokerage. Many tax benefits. Edw. Jones, 659-5185 or 373-4491, ext. 11.

BEAUTY SALON, Pacific Grove, opposite public parking. \$12,500. Del Monte Realty Co. 625-0300.

\$356 WEEKLY guaranteed; work two hours daily at home (\$178 for one hour daily). Free Brochure. Beverly Stikes, 1343 Adam Street, Salinas, CA 93906.

Autos For Sale

'69 VOLVO sedan 164. Excellent condition, \$3,000 or best offer. Call 625-1907.

'71 280 SE, 3.5 convertible. New top cover, excellent throughout, \$32,000. 1-484-9207.

FOR SALE: '72 MBZ, grey-beige, excellent condition. Phone after 5, 625-2878.

'79 VW CAMPER w/pop-top. Last year classic body style. Four years on warranty. \$9,000. 624-7579 anytime.

'72 CORVETTE T-TOP, gold, 66,000 miles. Excellent condition, \$7,900. 659-4184.

MERCEDES 300D. '79. Excellent Condition. Still under original warranty. \$20,500. Must sell. 688-1975.

Autos For Sale

JEEPS, CARS, TRUCKS available at government auctions from \$48 and up. Call Southwest Information Services on how to obtain your Government Directory. (602) 941-8014 Ext. 1146.

'69 MERCEDES 220S. Excellent condition, 63,000 original miles, looks and drives like new. \$8,750. 625-5797.

LUXURY PLUS ECONOMY: 1978 Volvo 265GL station wagon, the ideal family car. Six-cylinder fuel injected engine; factory air conditioning, AM-FM stereo; Michelin tires; roof rack, tachometer; quartz clock; leather seats; electric windows. 28,000 one-owner miles. Four-speed stick shift with overdrive. Delivers 18 mpg in town, 23 highway. Excellent condition. \$8,500. Phone Al Eisner, 624-0162 days, 659-2023 evenings.

'75 TOYOTA Celica. \$2,300. Call 373-1057.

'73 VEGA GT WAGON. Needs engine. 659-2086.

'65 PONTIAC GTO. New motor, four speed, new interior, too many extras to list here. Best offer or will trade straight across for small truck of equal value. 372-6416 after 5. Ask for Brett or Terri.

'57 BEARDMOR ENGLISH TAXI. Engine runs good. Transmission rebuilt, car in good shape, good tires. Will accept reasonable offer. 394-6761, ask for Charles Bromfield, Dealer.

'79 MERCEDES 300 D, still under warranty. \$20,800, sun roof, great car, great mileage. 1-688-1975.

'74 VW DASHER, 4-door, automatic, Am/Fm, low mileage, excellent condition. 659-3141, ext. 218.

'70 SIMCA two-door hatchback, excellent mileage. \$800, 625-4046.

'70 XKE 4.2 liter 2+2 auto trans, 6-cylinder, 27 MPG. Excellent condition, \$12,000. 805-466-0367.

'79 PONTIAC, Trans-Am, fully equipped, good condition, still under warranty. Call 373-5937.

'73 DISCOVERER MOTOR HOME: 22', sleeps 6, includes 4-burner stove, oven, gas-elec. refrig., AM-FM 8-track stereo, cruise control, tilt wheel, power steering and brakes, shower, forced-air furnace, 120V generator, etc. It has over 100,000 miles, but the engine has been carefully maintained and is in excellent condition. It needs carpeting and some relatively minor repairs. A bargain at \$6,000. Call 659-4630.

'77 450 SL MERCEDES. White, 19,000 miles. Perfect condition. One owner. \$24,000. Call 625-4444 day, 625-0158 evening.

IMMACULATE '72 CHEVY EL CAMINO with metal Gem Top, 350 V-8, new paint, AM-FM, radials, tuned exhaust, \$3,000. Call 373-1985 after 5 p.m.

Autos For Sale

'71 COUGAR—needs some body work. Good engine. \$500 firm. Call 372-6416.

'74 CJ 5 JEEP. White w/black top. V8, new tires and top. See to appreciate. \$4,000 obo. Day—659-3854.

'74 260Z. Runs great, paint faded. Make offer. Call Bev. at 646-2466 or 1-633-2848 eves.

'71 VW VAN. Dependable transportation, economical; low mileage. Make offer. The Carmel Pine Cone 624-0162.

'79 BUICK ESTATE 9-pass. Lots of extras, \$400 Clarion Stereo, two-tone, Power steering and windows. Really sharp. 33,000 miles. \$5,900 or best offer. 899-3648.

'79 28' WILDERNESS TRAILER. Sleeps 8, forced air heat, tandem wheels, super storage. Extras, like new, \$8,500. 373-4841 or 659-4549.

Misc. For Sale

LONG ON WASH but short on space? Here's a Frigidaire combination washer-dryer that takes less space than most single units. The electric dryer is on top, and a top loading washer underneath. It's only two years old, cost \$550 new and is for sale at \$295. Call 659-4630.

ANTIQUE swan/sled bed, mahogany, claw feet, circa 1810, custom-built mattress and box springs, \$2100, shown by appt. after 6 p.m. 408-637-6731.

SMALL SWING SET, \$10. Tandem bicycle \$35. 659-2026 before 7 p.m.

GIRL'S 10-SPEED BIKE, Supersport model. Best American brand, perfect condition, \$160. 625-1731 after 6 p.m.

MUD & SNOW TIRES almost new off a 1980 Toyota — Call after 5 p.m. Jim, 624-5118.

MATCHING COUCH, chair, ottoman. Metal legs. Child-proof! Excellent condition. \$65 set. Twin bed, \$40. 624-1608.

TEXAS LONGHORNS mounted on rack, 7'4" spread, enormously effective decorating touch for suitable spot, steak house, den. \$350. 624-9051.

Misc. For Sale

AMETHYST BRACELET: handmade gold bracelet with 11 amethyst stones — \$2,000. Amethyst ring: handmade gold amethyst ring—\$700. Appraised much higher. Family heirlooms. Phone 375-7849 after 6 p.m.

SAN JUAN BAUTISTA 4th Annual FINE ARTS & CRAFTS SHOW, Sunday, September 28, 10 a.m. to 5 p.m. Free Admission, Special Events, Free Parking.

WASHER-DRYER \$275. 659-2328

WESTERN tack, including 4 saddles, leather goods, heavy pails and more. 659-4184.

FIVE GOOD MODERN PAINTINGS three by Chinese. Private sale, considerably below value. \$200-\$500 range, ½ of gallery price. For serious appointment, call 625-1204.

OIL ON CANVAS Eugene Baker — Farm on the Delta, \$900 or best offer. Weekdays, 1-247-3582.



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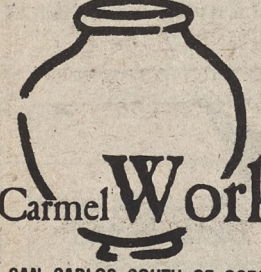
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SPECIALIZING IN THE FINEST POTTERY CRAFTED IN THE CARMEL REGION AS WELL AS ARTGLASS, SCULPTURE, WOVEN BLOUSES, HANGINGS & MATS, ETC.

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Relax and enjoy personal service in the privacy and comfort of your home or hotel room.

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For the rare, unusual and the slightly unexpected in antiques and decorations, visit this exceptional collection in ten showrooms and a large warehouse. An adventure from Europe and the four corners of the earth. Shipments monthly.

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375-5763

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Call 624-0162 to place a low-cost want ad today

Misc. For Sale

GIZDICH RANCH Apples — farmer to you, red delicious, new town pippin and other varieties, 10c to 25c per lb., by the box. Fresh apple juice, frozen raspberries, olallies and strawberries. Also Antique shop. Hwy 1 to Watsonville, take Riverside Drive (Hwy 129) east three miles left onto Lakeview Road, right at Carlton Road to 55 Peckham Rd. Daily 9-5. 722-1056.

BALDWIN INTERLUDE Electronic organ with "fun machine." Has 17 rhythms (thousands of combinations), two keyboards, automatic or manual chording, pedals, realistic piano, flute, trumpet, banjo, harpsichord, guitar, etc., with lots of special effects possible. This organ is about six years old, and is in excellent condition. \$895. also Sparkomatic 40-channel C.B. radio, like new, \$39. Call 659-4630.

FOLK GUITAR FOR SALE, perfect condition. Less than 450 tunes on the odometer. I'm not in the mood to play any more, so please make me an offer. 625-4320. *

SADDLE: STUBBED Siegfried "Extra," 17 1/2 inch, without fittings. Like new; barely used over 6 month period. \$500 firm. Nancy, 372-5641 evenings. *

FENCING AND FIREWOOD: used corral boards, 16-foot lengths, \$1.75; 7-8 foot posts, \$1.95. Scrap lumber for your fireplace, \$25 per pickup load. You haul. Come to Rancho Laureles Equestrian Center, 500 W. Carmel Valley Rd. 659-3437. *

NEW KINDLING firewood for sale. Will deliver ton and 1/2 dump truck load, \$40. 422-6013, Salinas.

Misc. For Sale

FULL LENGTH FUR COAT, only three years old and in perfect condition. Curly lamb, mostly white, with some beige and black. \$300. Please call 625-4320. *

CHESTERFIELD, two matching chairs and footstool, plus Sanderson slip covers, like new. 624-9437.

STERLING SILVER FLATWARE. Place setting for 12, carving set + extra serving pieces. Best offer. 373-0059.

GESTETNER DUPLICATOR — excellent condition — ideal for newsletters, forms, other club or association mimeograph needs. Comparable machines sell for up to \$800. Will sell for \$400 or best offer. 624-8303 or Box 7043, Carmel.

GOLD - SILVER - DIAMONDS — Coins, bullion, GIA certified flawless diamonds, rare estate jewels & objet d'art. Investment quality at wholesale prices. Consult a local expert on how to stay ahead of inflation. Edward Jones, Gemologist-broker, 659-3274 or 373-4491, Ext. 11.

JACK LAYCOX OIL painting, \$1100. Write or phone for photo, details, 707-938-3930. Mr. Hughes, 115 Meadow Lark Lane, Sonoma, Ca 95476.

STEINBECK COUNTRY, by Steve Crouch. Selected images now available. 16x20 prints. \$300 ea. 624-5592.

2 MARANTZ MODELS HD66 stereo speakers 24 1/2 x 14 1/2, walnut cabinet. 150 watt. \$75 each. Call Judy at 659-2127 or 373-8484.

Misc. For Sale

NEWSPRINT: Hundreds of uses for newsprint end rolls; drawing, sketching, shelf lining, packing, pattern-making, kindling — you name it! Clean, unused newsprint from 25 cents to \$2.50. Carmel Valley Outlook. Mid Valley Shopping Center, 624-0133. *

Exchange

PALM SPRINGS home. Rental or Vacation exchange for Carmel or Pebble Beach home. Available vacations, weekends. Have pool, view. 213-380-2836, 213-472-8750.

Wanted

USED ELECTRIC DRYER. Willing to pay for good condition. 624-6330 or 372-0320. Nancy.

WASHER-DRYER needed. Prefer matched set in \$100-\$150 range. Also piano, dining room set, bedroom furniture. Please call 659-4630.

WANTED: Group or private tap dancing lessons for advanced beginner. 372-0360 after 6 p.m.

CLOSET CABINET (wood preferred), bookcase, filling cabinet (2-4 drawers). I will pay \$25 for any of the above in good condition. 373-5976. *

ROTO-TILT Drawing table wanted. 375-6575.

GOLD & SILVER, Diamonds. Immediate cash for jewelry, silverware, coins, watches, bracelets, broken jewelry, nuggets, dental gold, scrap, gems & crystals, collections and estates. Highest prices paid. 659-3274 or 373-4491, Ext. 11.

POTTER'S WHEEL — Electric preferred. Please call 659-4324, evenings and weekends. *

INDOOR EXERCISE BICYCLE. Call 624-1379.

WESTERN ARTIFACTS, PAINTINGS, American Indian Basketry, Bead Work and carvings, by collector. Call or write, 415-459-0230, Box 397, Fairfax, CA 94930.

PLAYABLE SET of older McGregor woods & Irons. 659-2026 before 5 p.m. *

Wanted

USED IBM SELECTRIC typewriter needed. Up to \$300. Phone Judy, 659-2023 evenings. *

GOLD-SILVER COINS and bullion for investor and collector. We buy and sell. Blackburn & Blackburn. 625-2533.

EDUARD von KEYSERLING'S fiction printed by English publishing companies in the 1920s & 1930s. 624-6283.

PIANO WANTED: good quality and tone. Reasonable. No dealers. 625-5448.

INDIAN BASKETRY, single piece or collections. Jim Merbs, The Serious Buyer, Box 443, Monterey. 1-484-1772. *

Antiques

SIX-PIECE EUROPEAN antique bedroom set, \$800 or make offer. Call after 5 p.m., 384-4351.

OLD ANTIQUE steamer trunks. 659-2026 before 7 p.m.

Garage Sales

SALE IN DRIVEWAY Dolores North of 11th, Sat. and Sun., 9/27-28. 10 a.m. to 3 p.m. WOW!!!

Pets and Livestock

IF YOU DON'T have enough time to ride every day, consider half-leasing Fibber! He's a 6-year-old Pinto gelding who does everything — jumps, trail rides, dressage. A fun horse for an intermediate rider. Lease cost is \$60 per month plus half of veterinary and farrier's costs. Phone Judy or Doug at Rancho Laureles Equestrian Center, 659-3437.

PET PORTRAIT by Pat. Distinctive color/B&W photography in all areas. Pets/show animals a unique specialty. 624-8931.

GOATS—2 beautiful American Alpine milking does. Excellent production. 659-9996.

HORSE RENTALS — miles of scenic trails for 1 hour to all-day riding. Whiffletree Ranch, 659-2670.

Horse Boarding

THE ULTIMATE in horse safety and comfort! Our new 20-stall barn features rubber floor mats, adjoining paddocks, automatic waterers, hay racks and mangers, blanket racks, spacious tackrooms and more! \$165/month. Also available, outdoor pipe paddocks at \$120/month. Full facilities include fenced jumping and dressage arena, lunging ring, turnout paddocks, half-mile track, hot water wash rack, plus access to Garland Ranch Regional Park and 541 acres of glorious trails. Rancho Laureles Equestrian Center, 500 W. Carmel Valley Rd., Carmel Valley. 659-3437. *

LARGE INDIVIDUAL PASTURES, DRESSAGE ring, lounge ring. Access to Garland Park. \$120 month. Ouborobos Arabians, 659-3072.

NEED YOUR HORSE MOVED? Need transportation to a show? Reliable horse trailering, reasonable rates. Call Paula, 659-2617 eves only.

Lost and Found

PIN, LARGE wooden pastel pink and blue near/in Carmel Safeway, 624-9034.

Instruction

KARATE CLASS seeking new students, adults and children. The Movement Center, 659-4704.

BALLET CLASSES for adults and children, ages 4 and up. The Movement Center, 659-4704.

ENGLISH RIDING LESSONS: custom tailored for the beginner to the advanced jumping or dressage rider, with Douglas L. Downing, former instructor at Bell Canyon Equestrian Center. Lessons by appointment; school horses available. Phone Doug or Judy at Rancho Laureles Equestrian Center, 659-3437. *

PSYCHIC READINGS BY Pat McAnaney; Director, Center for Psychic Studies. Call 372-5309.

OUROBOROS MARTIAL ARTS CENTER offering classes in Kung Fu, Tai Chi and yoga, 659-3072.

Special Notices

FOUR ANCIENT WISDOMS combined give deep character analysis & spiritual message. 1. Science of names; 2. Rosicr. Life Cycles; 3. Indian Astrology; 4. Graphology. Send \$15, name & birthdate, handwritten, to Metaknowledge, Box 22065, Carmel, CA 93922.

AVAILABLE for live in, land and property protection. Responsible business person with trailer home. Bondable and local references. 394-4770.

CHILDREN'S CLASSES IN BALLET, Karate, acrobatics, music. The Movement Center, 659-4704.

FITNESS CLASSES: Dance exercise, body contour, Eureka, body movement, basic fitness for women. The Movement Center, 659-4704.

WE NEED YOU! Volunteer for Red Cross Service, Carmel chapter, Dolores and Eighth. Call 624-6921 NOW!

WOMAN'S BODY MASSAGE. Timeless approach to relaxation and well-being. Excellent for stress relief and weight loss. Haruko's Beauty Salon, Carmel Center Mall. 624-1557.

EXPERT PORCELAIN pottery and glass repairs and restorations. Write Jill Borden Restorations, Box 1836, Carmel, California 93921.

WOULD YOU DRINK that water if you could see what was in it? Take out those impurities! If you'd like to restore your chlorine and chemical-laden tap water to its natural, pristine purity and taste at a fraction of what you might expect to pay, call 373-5976 for details. *

MORALITY: Does it make sense? Can You Succeed in Marriage? How Do You View Material Possessions? Each of these chapters of the 192-page book *Your Youth—Getting the Best out of It*, can give young and old alike a new perspective on practical living. Send just 60 cents to "Youth", 922 W. Carmel Valley Rd., Carmel Valley, CA 93924.

WEED-FREE MANURE: all you want (within reason). Bring containers and your own shovel, anytime, to Rancho Laureles, 500 W. Carmel Valley Rd., Carmel Valley. FREE! *

Sell it in the Classifieds!

Carmel High School Boosters Club Board

Wishes to thank all parents, friends, students and businesses who helped make our 2nd Annual Wine Tasting and Silent Auction a success.

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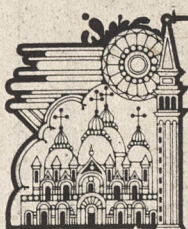
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Travel Ideas of the Week

- For travel economy take a pack-tour especially to Europe.
- Ski packages are best buys—Included are lift tickets and sometimes lessons.

CARMEL
Dolores and 5th
624-1501



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- ◆ No job too large or small
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THE CAREFUL MOVERS™

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Call 624-0162 to place a low-cost want ad today

Special Notices

KIDS—SIGN UP NOW to sell the Carmel Pine Cone. It's a chance to earn extra money while having fun. Visit our new location (NE corner of San Carlos and Ocean, upstairs) to obtain your parental permission slip and you too can become an official Pine Cone salesperson. For those of you who have already signed up, come see us soon. We will be looking for you. ★

THIS PAPER WILL NOT be responsible for any ad appearing incorrectly for more than one insertion. If your ad appears inaccurately, please notify us immediately. ★

Services Offered

TRAGER BODYWORK: A learning method using gentle bodywork and mental imagery to reduce stress and chronic tension. Individual sessions by Esalen practitioner. Call 646-8988 or write Box 222259, Carmel, 93922.

RETIRED PUBLIC & Tax Accountant will accept a few business clients. Monthly accounting and operation statement for flat monthly fee. Call 625-2654.

FIREBAUGH CHAINSAW — Felling, topping, pruning. Free Estimates. Call Andy, 373-6998.

ALL SORTS OF SERVICES. I can do nearly anything (carpentry, plumbing, you name it!) and at a price you can afford. Call 625-4074.

EXPERIENCED HOUSE CLEANER. Local references, reliable. 624-0621.

CHUCK'S Gardening Service. Professional garden care, reasonable rates. 373-7675

WEED-EATING done. Expert, prompt, guaranteed service. Free estimate. The Weed-Man. 659-3494 or 659-5265.

CHAUFFEUR — Part-time teacher, drives all cars, foreign and domestic. Experienced assisting elderly and disabled. 375-7925.

WE CRATE, pack, wrap, ship, mail anything — anywhere! Worldwide Wrap and Mail Service, 545 Laurel, Pacific Grove, 372-4856.

Services Offered

WE ARE PLANT DECORATORS — let us give your home, office or business a fresh new look with plants you can buy or rent. Regular maintenance or while vacationing. No-charge consultation. Joyce's Rent-A-Plant, 372-5280.

STIMULATING TODDLER'S ACTIVITIES in my Carmel home. A.M. and P.M. sessions. Credited in pre-school ed. Jenni, 624-5298.

HAND-CARVED SIGNS. Quality custom work for business, home or gifts. 625-0304 eves.

MASSAGE — Health giving and rejuvenating massage. State Cert. in The Barnyard. Call 625-5588 or 659-2329.

DANCE TO the beautiful harmonies of Sage. Music by request for all ages and occasions. Call for audition, 372-2725.

FOR YOUR AMWAY products please call Peter after 6, 372-6416. ★

POET/ARTISTS, imagine your favorite creation or promotion, etc. aesthetically conveyed utilizing the fine art of calligraphy. Kindly write to P.O. Box 222293, Carmel, CA 93922.

LUCILLE VAN TASSEL is available for psychic readings by appointment at the Mandala Book Store, Aug. 27/Sept. 2. 375-2577.

GEMOLOGIST — BROKER appraisals and liquidations of jewelry, watches, coins, silverware, gold, platinum, silver. Nominal commission, prompt courteous service. By appointment: Edward Jones, Gemologist, 659-3274 or 373-4491, Ext. 11.

HAUL HORSES. Call Kristin Hanna 624-6639.

PROFESSIONAL TREE SERVICE, topping, trimming, pruning or removal. Insured — free estimates. Call Randall Henderson, 649-3945.

WARDROBE NEED HELP? Experienced organizer/shaper, men and women. Bettina, 624-4502.

BRIGHTEN YOUR OUTLOOK with clean carpets at reasonable prices. Free estimates and friendly service. Give Dave a call at 394-7586. ★

Services Offered

CUSTOM PATIO & Deck work. Concrete, redwood, brick and adobe. Experienced and references. Lew, 659-4794. ★

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